

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, February 21, 2024, from 8:34 a.m. to 10:36 a.m.

Open Public Meetings Act announcement.

This meeting is being held under the Open Public Meetings Act. Adequate Notice of this meeting has been given to the Retrospect, the Courier-Post, and is posted on Borough social media, the Borough website as well as on the bulletin board of the Municipal Building.

This announcement is made pursuant to the Open Public Meetings Act.

The Board of Trustees of the Partnership for Haddonfield, Inc. hereby clarifies that the officers of the organization is as follows:

Chairperson	Sean Leonard
Vice-Chair	Andrea Ranno
Treasurer	Gary Klosner
Secretary	-
Duly recorded, Michael Marciante Executive Director	

Attendance: Abigail Sparrow, Adam Puff, Andrea Ranno, Bob Hochgertel, Dan Silvestri, Gary Klosner, Jackie LaMania-Russell Michelle Gillen-Doobrajh, Morgan Falasca, Scott Leonard, Colleen Bianco Bezich, Tricia MaGrann

Absent: Sean Leonard

Staff: Michael Marciante, Sharon McCullough

Welcome

* Michael welcomed the Board to the meeting. Michael explained the genesis of the meeting was to review the budget and talk about larger year-to-year items; noting it should be a discussion heavy meeting.

Public Portion of the Meeting

* No Public Comment at this time.

Budget

* Sharon implored the Board to discuss the bigger items and address them or give them up. The Board has discussed bringing someone in to help shape the visioning of the Downtown, understand the demographic, and how to focus going forward on full-time staff. DPW can do limited things Downtown. Per diem, help and Ambassador work should be addressed to help implement PfH's operations.

* Michael asked Sharon if the Borough has anything in their budget planned for the Downtown. Sharon noted the Commissioners are not there yet and hope to introduce some items in April. The Borough is working on revenue to assist with Saturday pick-up and the HFD: needs money to help with day-to-day. These items will affect the Municipal Budget. Gary asked about the HFD operations.

*Michael asked the Board/ Sharon about year-to-year items. Sharon noted the biggest one is bringing in a professional, noting things have changed dramatically. Colleen also noted Main Street NJ has been passed down throughout the year.

*Dan asked about the leftover funds. Sharon noted the Fund Balance is leftover monies/ funds not used. The Board has consistently used part of the fund balance each year and it needs to be replenished; noting the Board should be stable. The Fund Balance is also there for emergencies. Michael provided an understanding of what funds are available at the beginning of the year. Sharon noted the Board should get a year-end fund balance. Michael noted the Hddlfd Foundation line is zero.

*Abigail brought up the need for an Ambassador, noting she believes the Downtown is dirty. Colleen noted there is an

agency that the Pfh can work with. DPW/ Commissioner Troy are looking over the ordinance regarding business owners being responsible for x amount of feet in front of their door and how to enforce it. The Board discussed the Ambassador's role and what they hope to accomplish. Michael noted there is an Event Per Diem line and that the Ambassador line is empty and the Board needs to move money around to accommodate it.

Committee Budget Reports

1. Administration (Sean Leonard)

* Michael noted there is an increase of health benefits and that a 2% salary increase is included; to be discussed in Closed. Padding for Accounting was added for additional work and Quickbooks Online – moving over from Quicken. Michael noted subscription services are gouging the budget, an audit is underway. Colleen noted that Pfh doesn't pay for legal fees, noting the solicitor's office will provide a financial breakdown so the Board understands their worth.

2. Retail Retention and Recruitment (Adam Puff)

* Adam discussed the budget, matching up to 5 Retention Grants, and how the committee has absorbed the planter's grants. The Committee has been giving away more grants the ever before – with the Big Check drawing interest. The other item was to bring a professional to do a seminar to help with retention. Colleen asked, "What do retailers want?" E-commerce, social media, health insurance, SEO, and other items. The Board discusses hosting a quarterly clinic, collectives, workshops, professionals, and expert meetings to help the retailers. The Committee seemed confident that they could keep the costs in the budget allotted; Michael noted that these companies could even pay their way in. Tricia and Adam noted they do lunch & learns often in exchange for exposure. Scott and Michelle suggested doing a series of different talks. Colleen noted it should start with Pfh for professionals, then Haddonfield, and then exterior. E4wsaz

3. Marketing (Abigail Sparrow)

* Abigail noted Marketing is asking for more funds due to their success, specifically for Candlelight Shopping. The Committee wants to advertise on PATCO; the biggest ticket item that needs support from graphic design and the website. Michael to circulate the proposal. Abigail the photo/video were specifically allocated to CLS in the past, but the Committee wants more year-round photos. Bob noted he had no recollection of seeing the PATCO proposal. The Board discussed ways to lighten the load but still have a Haddonfield presence with sponsorship.

*Colleen reiterated a need for a professional to evaluate the demographic, social media impact, and advertising spending to evaluate the success of Marketing. Sharon noted a new PATCO station will be opening in Philadelphia

4. Visual Enhancements (Scott Leonard)

* Scott noted Haddy Lane is still a line item for upkeep and planning for lighting in Haddy Lane. LED Lights are a specific item as is parking signs; Scott invited feedback. Abigail noted trash/ pressure washing Kings Court. Abigail also suggested a bathroom that's not a porta-john. Michael noted the Committee discussed how VEC could provide feedback to the Borough about where trailer bathrooms can be placed. The Board discussed Wayfair signage, and how to prioritize businesses; Sharon provided background on the history of the signage. Michael noted wayfair signs are the only other signage outlets for professionals.

*The Board discussed outdoor lighting for Kings Court; specifically, uplift lighting throughout the year. The Board mentioned the challenges with the street banner. Michael provided background on Pfh's banners. Sharon noted discussions of the poles were discussed. Colleen noted that she can bring back to the Commissioners the need for banners. Bob questioned its impact.

5. Events (Colleen Bianco Bezich)

* Colleen went down the Event budget lines, noting that the Major Events line will be going to support Borough requirements for public safety. Per Diem Help line was added for this year. Michael discussed the evolving use of Survey Monkey and how data is used to help shape the events. Entertainment is an important item as it adds value to events; Michael noted that Entertainment is a sponsorship generator. Abigail asked how Pfh can help

Celebrations to make 4th of July and Tree Lighting successful; also suggested an ordinary time lift to have things to do in town. Colleen noted that the Borough is highlighting things happening in town at any time. Colleen is working with HPD and DPW to calculate how much it is to uplift events. Michael asked the Board for feedback on events. Michelle noted most events are in the middle of town and not on the ends, making it hard to participate. Michael noted they had success adding the Masonic Temple as a performance stage and that he brought feedback from the last meeting to Maria at RenCrafts to add to the Crafts Festival. Morgan noted that Halloween Night Market 2023 was her best day in existence and how PfH can make a "Dickens Festival" on Thanksgiving Weekend. Colleen and the Board discussed having a Dinosaur event.

Executive Director's Report

* Michael provided some of the draft answers for the Main Street NJ application. Michael asked the Board to fill out the survey he sent them to utilize their answers for the application; adding that he will be using feedback from today into the application. Michael also noted a clear measuring the Executive Director's success in their role. Adam noted that the Board had previously rejected Main Street NJ in the past saying it was restrictive. Colleen noted the designation is only branding to make the Downtown part of an official list/ community.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: February 28, 2024

2024 Meetings: February 28, April 17, May 22, July 24, September 25, December 4