

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, May 22, 2024, from 8:32 a.m. to 10:23 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, Andrea Ranno, Bob Hochgertel, Colleen Bianco Bezich, Dan Silvestri, Gary Klosner, Jackie LaMania-Russell, Michelle Gillen-Doobrajh, Morgan Falasca, Sean Leonard

Telecommute: Scott Leonard

Absent: Adam Puff, Tricia MaGrann

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

* No Comment from the Chairperson.

The Board unanimously approved the Minutes from the April 27 meeting. Gary made the motion, and Andrea seconded it.

Public Portion of the Meeting

* David Hunter, Publisher of Haddonfield Today. David commented a survey his publication sent out regarding the 10-minute Free parking. 200 respondents with 5 pages of comments. 81% of respondents were from Haddonfield.

Respondents seemed in favor of more free parking time, noting the time was previously 15 minutes. David invited the board to speak with him if they had questions.

Treasurer's Report (Gary Klosner)

*Gary presented a verbal Treasurer's Report based on the Committee Chair's spending report. The Board unanimously approved the Financials report; Michelle made the motion, and Morgan seconded it.

Committee Reports

1. Administration (Sean Leonard)

* No report from Administration. .

2. Retail Retention and Recruitment (Adam Puff)

* Michael presented an application and purchase details regarding a Planter's Grant from Verona Ristorante.

Because the planters were not up and ready for presentation, but were purchased, Michael asked the Board to tentatively approve the Grant for the Retail, Retention, and Recruitment Committee to review and approve the signing of the Grant check. The Board unanimously approved; Abigail made the motion, and Colleen seconded it.

*Michael still gathering assets and participating for the Trade Show @ the end of June. This would include the entire offerings of the Partnership for Haddonfield, some visual aspects like signage, and possible refreshments. The event would take place at Borough Hall on Monday, June 24, 2024.

3. Marketing (Abigail Sparrow)

* Abigail noted the PATCO Ads and Discover Downtown ads are up and operational. The new website is operational and running. Michael added that the Discover Downtown signs will be up after the craft festival. Michael also negotiated a steady rate of printing with the PfH printer. Michael also added the PATCO Ads have designated QR codes to track engagement.

4. Visual Enhancements (Scott Leonard)

* Scott recapped the latest VEC meeting; circling back to the original idea of a rotating art exhibit in Haddy Lane as a mural is no longer an option. Solicitors are awaiting approval on contract approval for Haddy Lane lighting. The Downtown has 19 parking signs; most need new paint, better wayfinding signage, and visuals. The final item is the side street directories that the Committee is hopeful to have a report on at the next meeting; VEC is getting a rough draft/ proposal on additional/ refurbishing signage. Abigail asked to manage the artwork in the rotating exhibit; Michael and Scott noted the Committee would like to keep the management in-house.

5. Events (Colleen Bianco Bezich)

* Colleen thanked everyone who helped and attended the String Band parade on Haddon Ave. Colleen also thanked the Marketing Committee for approving social media ads, Scott for the use of the bank building and Michael for coordinating. Colleen noted a heavy presence of security and police at the event. Bob H noted the event was overall successful.

* Colleen also thanked Sparrow's for their help in uplifting the Health Festival and individual businesses who participated. Upcoming events include the Crafts & Fine Art Festival. Colleen noted that last year's Street Feast was one of the most attended events. With entertainment, the committee is expecting spending on that. Colleen also noted that the Skirmish was coming up on June 1.

*Michael added that spend for the Crafts & Fine Art Festival will include a DJ and musical acts, Michael thanked the Brotherhood of the Rising Sun at the Masonic Temple for agreeing to help with this uplift.

Executive Director's Report

* Michael presented a pie-chart from their new coordinator at Yiftee; Maggie is the new Northeast Coordinator. Michael presented Maggie with concerns the Board has mentioned before. Maggie provided a series of resources and ideas to help businesses: QR codes to bring up cards/ amounts, promotions to help Yiftee accepting businesses, and a possible tap option. Board members responded positively. Board members brainstormed the idea of having a physical card with the QR to give out.

* Michael discussed the construction taking place on Ellis St/ Haddon Ave and went into the schedule. Michael has hand-delivered a letter regarding construction; Michael noted that Pioneer Construction is working with businesses to the best of their ability – other concerns involve parking, foot traffic and use of sidewalk. Sharon added the construction on the intersection of Kings Highway/ Haddon will be specially planned, noting Friday has half-days to keep the roads open during the weekend, especially for the Craft Festival. Borough Hall is also working with businesses in regards to employee parking; Pioneer Piping to communicate with businesses regarding water.

Mayor's Report

* Colleen noted that the Haddon Ave construction is the biggest project happening in the Borough. Colleen noted that Boxwood Hall has been purchased by Michael P of Café Lift – noting it will be a BnB, have a restaurant and a celebration space. Colleen cited several historical aspects of the Hall that will remain in place. The Borough has reviewed and approval a proposal for apartments at Bancroft with the required number of affordable housing. There would be a public community space with a snack bar; encouraging Board members to attend the Bancroft site

meeting. Snowden construction is also underway; contributing to the Affordable Housing. Proposals for engineering at the new Police Station will be reviewed. Proposals will include a public plaza in Ellis St. A fire fighter stipend is going into place, encouraging volunteer applications. Commissioners will be adopting their budget at the June 24 meeting.

Administrator's Report

*Sharon added on the Haddon Ave construction regarding lead piping. The area of construction currently happening is the largest aspect of the festival and will continue down Haddon Ave to the Borough limits. Once done, the County can then go to bid to finalize the entire Haddon Ave construction, making the concrete road asphalt; adding dust and noise. Sharon was happy to report Potter St. was redone thanks to the traffic being diverted for construction. Stormwater will also be redone with the roadway project.

Old Business

* Michael noted that the Haddonfield Business Resource facebook group is operational. Michael hopes to get more engagement.

New Business

* No other Board Member's Comments were made.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: July 24

2024 Meetings: July 24, September 25, December 4