

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, July 24, 2024, from 8:32 a.m. to 9:47 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, Colleen Bianco Bezich, Dan Silvestri, Jackie LaMania-Russell, Michelle Gillen-Doobraj, Morgan Falasca, Scott Leonard, Tricia MaGrann

Telecommute: Gary Klosner,

Absent: Sean Leonard, Bob Hochgertel,

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

* No Comment from the Chairperson.

The Board unanimously approved the Minutes from the May meeting. Colleen made the motion, and Andrea seconded it.

Public Portion of the Meeting

*** No Public Comment Made.**

Treasurer's Report (Gary Klosner)

*Gary presented a verbal Treasurer's Report based on the Committee Chair's spending report. Abigail asked about the spending of the year. Michael noted that spending was conservative but that the second half of the year has the biggest spend. The Board unanimously approved the Financials report; Adam made the motion, and Scott seconded it.

Committee Reports

1. Administration (Sean Leonard)

* No report from Administration. .

2. Retail Retention and Recruitment (Adam Puff)

Adam reported that the Committee met at Saxby's and invited the business community to offer feedback; very little turnout. Those business owners that did arrive expressed need to insurance, staff, logistical needs. Michael reported that the Haddonfield trade show is currently scheduled for 9/30.

3. Marketing (Abigail Sparrow)

* Michael presented images of the Discover Downtown campaign that was previously shown at the Commissioner's meeting. PATCO sent images of both paid and comp'd ads as they are evergreen. Michael showed the Board the new website. Colleen confirmed that over 10 million people viewed the Good Morning America broadcast that took place Downtown. Abigail noted the Fall campaign for PATCO is underway.

4. Visual Enhancements (Scott Leonard)

* Scott presented information about new wayfinding signage and parking signs in the new concepts. The Board discussed additional business listings and directional signs. Scott also noted that the same manufacturer will make the signs and business listings. Scott reported that the Haddy Lane contracts have been finalized and sent to the appropriate landlords. The first probable date for installation would be by Sept. 19 (Girls' Night Out)/

5. Events (Colleen Bianco Bezich)

* Michael reported that the Crafts & Fine Art Festival was hot but successful. The first \$30,000 payout has been deposited. The event ended slightly earlier but helped with the overall clean-up of the event. Michael thanked Scott Leonard for the use of 110 KHE. No major negative reports. Colleen discussed the July 3 event, thanking Michael for stepping up and helping with the event. The Borough spent a considerable budget to host inflatable games, face painting, tables, and police to make the event successful. Colleen also thanked Michael for buying trinkets for Celebrations and Gary for volunteering time to help uplift the event. Abigail asked about the 2025 event – Colleen noted Events will tackle that soon.

* Colleen reported the uplift of Haddy's Birthday on October 18. Both Michael and Joana are working on a Haddy art project. A birthday cake/ celebration will take place at the statue. HPD plans on showing Jurassic Park in the Mechanic St. parking lot. Michael noted an initiative to find a sponsor for Jungle John and his "real dinosaur" assistant. Colleen noted fundraising efforts for HATCH – the org that maintains the sculpture.

* Street Feast is next week and Michael will circulate an email asking for event help.

Executive Director's Report

* Construction on Haddon Ave is underway and ahead of schedule Michael spoke to Pioneer Pipe about keeping the intersection open for the Street Feast. Sharon noted they might be going back to Ellis to patch up some items.

Mayor's Report

* Colleen recounted the process of securing Good Morning America for Downtown – noting Joana had been working on this for over a year. Colleen reported the new Zoning Officer, Suzanne, who has hit the ground running. The Borough has a new website with a new calendar and a separate PfH calendar. Michael P from café Lift is under his review period for Boxwood and the developer for Lullworth terminated their contract. Colleen also discussed Bancroft and the work going into the development and miscommunication surrounding it – especially on the matter of the influx of students. Bancroft will supply 18 new affordable housing units.

* Colleen added that an RFP for the new Police Station will conclude in August and that the Film Ready certification should be confirmed soon.

Administrator's Report

* Sharon noted that PfH needs to address planters in front of retail/ professional businesses. The Mayor and Sharon discussed lights outside of the holiday season. Sharon also noted that there are initiatives to tackle Big Belly problems. Abigail asked about the responsibility of businesses cleaning in front of their business. Sharon noted the ordinance is clear but enforcement is not. Sharon also discussed planters and managing the plants better. Colleen added the need for oversight of non-profits in events and other downtown campaigns.

Old Business

* The Board discussed having more accurate information about parking on the PfH website, including information about Premium Parking.

*Michael has not heard back from Main Street New Jersey. Colleen asked about receiving the contact information. The Board expressed a need for an answer.

New Business

* No other Board Member's Comments were made.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: September 25

2024 Meetings: September 25, December 4