

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, December 4, 2024, from 8:32 a.m. to 9:34 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

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, Colleen Bianco Bezich, Dan Silvestri, Jackie LaMania-Russell, Michelle Gillen-Dooobrajh, Morgan Falasca, Scott Leonard

Telecommute: Tricia MaGrann

Absent: Sean Leonard, Gary Klosner

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

* Sean asked Michael to report an update on the Farmer's Market: Sean met with the Farmer's Market and will meet with Ralph. Their conversation suggested they would discuss the continuity of the market.

The Board unanimously approved the September meeting minutes, which must be dated correctly. Adam made the motion, and Bob seconded it.

Public Portion of the Meeting

* No comment from the Public.

Treasurer's Report (Gary Klosner)

*Michael presented the Financials in Gary's absence. The board unanimously approved the Financials. Adam made the motion, and Andrea seconded.

Committee Reports

1. Administration (Sean Leonard)

* Michael asked the Committees to finalize their budget, with Marketing having theirs finished. Michael presented the 2025 calendar of events for PfH events. The board moved the September PfH meeting to avoid conflict with Rosh Hashanah.

2. Retail Retention and Recruitment (Adam Puff)

* Mia J Salon submitted a Retention Grant based on repairs to their business. Dan asked why the grant wasn't for more – Michael noted that the max amount for professional services is \$1,000 and noted that the Board can change that for the future. Adam and Abigail spoke support in of the Retention Grant. Abigail made the motion to approve, and Adam seconded it the motion. The Board unanimously approved the Grant.

3. Marketing (Abigail Sparrow)

* Michael presented a media/ exposure calendar. Michael highlighted the creation of “Cocoa Walk” and a full-page ad in the Philadelphia Inquirer that he negotiated. Michael showed the Board the commercials (after Sharon resolved technical difficulties).

4. Visual Enhancements (Scott Leonard)

* Scott presented to the Board information about holiday lighting on trees, the Library tree, and Haddy Lane. The committee's next target goal is the mural. Michael noted the big budget items are wayfinding signage, the mural and maintaining Haddy Lane.

5. Events (Colleen Bianco Bezich)

* Colleen spoke to the media coverage of the Tree Lighting. Police estimate 3,000 attendees. The Borough/ PfH emphasized Celebrations establishing a year ahead – focus on their goals and opportunities for partnership. PfH invested \$4,000 into an audio system for the Tree Lighting – noting it was phenomenal.

*Michael invited the Board to “Joy to Networking” at Café Lift, and presented a Winter sponsorship form. PFH has permission to use the Mechanic St. parking lot and get quotes on tents, heat, etc. Michael asked the Board to help sponsor the event – noting a need for more soup. 2 new businesses are participating: Nicky B's and Passariello's. Michael gave the Board a breakdown of the next 3 weeks of Candlelight Shopping.

Executive Director's Report

* Haddonfield has received designation from Main Street New Jersey, being one of 4 main streets designated. Michael connected with the 3 other Executive Directors. Michael is working on an excursion for the Main Street America conference in Philadelphia in April. Part of Main Street NJ, PfH receives enrollment in Main Street America. Michael is also storing event supplies in a storage unit. Michael's office should be completed by the new year.

Mayor's Report

* Colleen noted Snowden is moving along with an opening in the Spring. Bob H noted the houses look nice; Colleen noted they are a showpiece at the Affordable Housing showcase. 8 properties are being rehabbed for affordable housing. Colleen noted that Bancroft is moving along; Fair Share Housing has threatened to remove the builder's remedy is in jeopardy if Bancroft does not move forward. The reality is the Borough is out of time and must move forward with Woodmont.

* The Borough is bringing back the String Band and hopefully the Music Festival. The Borough raised \$18k, with the event being a 6-figure production. Colleen will be asking people to step up. Colleen thanked all of the volunteers and Michael; noting 2024 was a banner year.

Administrator's Report

* Sharon noted Phase 2 of the Haddon Ave construction project is beginning in January. Sanitation, water and electric work as well as repairs will be conducted.

*Boxwood Hall is in the compliance stage. The master plan was adopted; ways to address tear down with two different sets of impervious coverage. Zoning is being remedied for the following year.

Old Business

* Michael presented an update on the downtown website. Dan asked about the Bogos'; as of last night, 65% of the BOGO was sold out – noting over 200 purchases. The Board spoke positively about more availability of the Bogo – Dan noted a dedicated tab to the gift card would be an improvement.

* Michael sent a survey to Board members and forwarded them to Sharon. To discuss at VEC meeting.

New Business

* Abigail brought about the semiquincentennial. Michael and Joana attended seminars regarding it; Colleen noted planning to begin next year. Abigail noted the Philadelphia Bureau of Tourism is expecting an increase in tourists

in the metropolitan area. Conversation with neighboring towns (with hotels) has begun. The Board discussed tying in reenactors and the Skirmish into July 3, 2026, and trying to make Haddonfield more along the lines of Colonial Williamsburg.

* Bob brought up traditional events and their legacy of them; noting some will fade away. Bob asked if PfH can play a larger role in creating a structure to build events and maintain traditions. Colleen noted that in her experience, many volunteers and residents do not know or prioritize events. Colleen noted that Michael, Joana, and herself did not have time with family and friends because they stepped up for the July 3 event. The solution is hiring more staff, and increasing the sponsorship – noting Michael and Joana cannot do it alone. Michelle agreed that Michael could not do it alone and more staff is needed.. Abigail spoke to adding a Tradition's committee.

* Sharon noted that PfH is equipped for uplifting events – because of PfH's success the BID tax could increase. Michael noted that Sean is bringing up Farmer's Market. Colleen brought visioning and branding research. Scott brought up there being a central organization leading the effort with volunteers – Sharon brought up the challenges with that; suggesting creating a larger campaign that volunteers can buy-in. Colleen presented real challenges with volunteer organizations.

* Sharon also noted that the Mayor is the driving force with events; without her interest – the Borough does not have resources to uplift events on its own. Sharon confirmed that more board members could be added.

* Scott informed the Board that the clock Downtown has been upgraded to digital and an NYE event is possible.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING:

2024 Meetings: