

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, September 25, 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, Gary Klosner, Jackie LaMania-Russell, Michelle Gillen-Doobraj, Morgan Falasca, Sean Leonard, Tricia MaGrann

Telecommute: Dan Silvestri,

Absent: Scott Leonard,

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

* No Comment from the Chairperson.

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

Public Portion of the Meeting

* Lee Proceda of Mountwell Marketing introduced himself. Michael thanked Mrs. Proceda for catching a Facebook scammer. Colleen welcomed Lee to introduce himself.

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 Treasurer's Report/ Financials. Sean made the motion, Colleen seconded it.

*Michael expressed the desire to close out the TD Bank credit card account; stating it has been stagnant and it would reduce the Accountant's work. The Board unanimously approved the closing of the credit card account; Sean made the motion, Abigail seconded it.

* The Board discussed how to manage the outstanding paper gift cards. Sharon noted that NJ law is that gift cards do not have an expiration date, but was unsure of the nuances. PfH would need to look into the legality of what to do with the funds if they aren't redeemed. Michael noted he has told businesses that PfH would make any businesses whole should they accept the gift cards.

Committee Reports

1. Administration (Sean Leonard)

* Michael presented a detailed report for transferring funds from Retail, and Retention to reallocate to Events and Marketing. The Board unanimously approved; Adam, made the motion, Gary seconded it.

2. Retail Retention and Recruitment (Adam Puff)

* Bob Hochgertel left the room as the Board discussed a Retention Grant application for King's Road Brewing Co. Adam reported that the Committee recommends the grant, noting over \$60,000 being invested in KRBC's outdoor patio. The Board unanimously approved the Retention Grant, Michael taking a roll call for each Board member; Adam made the motion, and Gary seconded it. By being absent, Bob H abstained from voting.

3. Marketing (Abigail Sparrow)

* Abigail reported that the Committee approved an ad spend on Hulu, Phila Inq., WXPB and video/ photo capturing. Marketing is looking to spread out spending throughout the year. Colleen commended the Marketing Committee on the PATCO ads and noted an uptick in presence across the region.

4. Visual Enhancements (Scott Leonard)

* Michael shared that VEC is finalizing a plan for lighting in Haddy Lane. The lighting will be placed on polls, to be approved in the October Commissioner's session. The Committee is looking to have them up by Oct. 18. The polls are required as the property owners would not sign off on the lights. Bob noted that the polls could provide a base for the planted mural.

5. Events (Colleen Bianco Bezich)

* Colleen thanked board members for helping set up/tear down for Girls' Night Out. The Fall Crawl bags sold out, with 50% gone by 6:30 PM. Colleen also noted a successful bike safety rodeo earlier that day. Colleen gave a breakdown of Haddy's Birthday. Colleen also noted a Haddy site event – outside of the Downtown; with both events promoting HATCH, the Haddy preservation nonprofit. Michael reported on Halloween Night Market: 50 plus vendors, with several Haddonfield businesses and nonprofits participating. Entertainment includes stilt walkers, DJ Frank Staff, and the Red Bank pirates. Michael reported a lot of excitement for events Downtown. Colleen asked for feedback on community elements events; a meeting with Celebrations is on the schedule.

* Sean asked for an update on a new sound system for the Holiday Tree lighting. Colleen noted she would look into it.

* Michael noted that Mr. & Mrs. Kringle's are excited to return for Candlelight Shopping. Michael will be sending around a letter to have businesses sign up for Mrs. Claus. Abigail asked about getting footfall reports.

Executive Director's Report

* Michael met with the Indian King Tavern and they want to be involved in Candlelight Shopping. Michael is looking for ways to involve them in the overall event.

* Michael presented a PATCO flight ad. Board members seemed pleased with the design of the PATCO ads. Michael also presented the Fall Crawl map with over 30 businesses listed.

* Michael reported a positive return on sponsorships and the Crafts & Fine Art festival, noting the most amount of money collected in his tenure.

Mayor's Report

* Colleen noted that construction on Haddon Ave continues; noting drainage and driving improvements. The Place at Snowden is almost done, with a Ribbon Cutting in early 2025. Colleen noted misinformation regarding Bancroft and notes a positive impact on the business community: more foot traffic.

* Lt. Scott Leverick will be returning to Haddonfield as the designated officer for the Downtown. The Board was very pleased to hear this.

Administrator's Report

- * Sharon noted that the budget season is about to begin noting, October 1. The Borough finalizes its budget in March; noting PflH should do the same.
- * The Borough is working with the County on the new Road program. Improvements include lights on Tanner and Mechanic St and Haddon Ave. Flashing lights for pedestrians will be added on Haddon Ave. Lights will be added from Lincoln to the Circle, with new lights at the Circle. Sharon notes that piping and drainage are being coordinated for Haddon Ave, still working with Sharon. Sharon also noted circuit boards in some Big Bellies are fried and on backorder.
- * Sharon reported changes to the Mechanic St. and Haddy Lane dumpster enclosure area. Board members discussed some of the challenges with the enclosure.
- * The Borough, in conjunction with the Shade Tree Commission, is putting up an application for businesses to put up annuals, to be maintained by the businesses. DPW is looking into new baskets to maintain water – noting planters are dying due to heat. DPW is also looking at the cement planters. The Borough is looking into planters for new restaurants.
- * Sean asked about the removal of meter polls. Polls will be removed by another company; with one sign post per block/ amount of feet. Colleen reported over \$400,000 in parking revenue, with \$100,000 for Saturday parking alone.
- * The Board discussed the Free Parking moratorium. Bob suggested an email to businesses/ employees. Colleen asked the Board for their feedback on the parking moratorium

The Board went into a closed Session.

The Board left the closed Session.

Old Business

- * Michael will be circulating a survey to Board members about planters, lighting and semi-permeant. decorations.
- * Michael updated the parking website with new photos. Bob said the website is horrible when you look at it on a desktop. Board members disagreed with the comment. The Board reviewed the website on the big screen, noting no visual disproportions. Michael to review the website and the tab logo.

New Business

- * No other Board Member's Comments were made.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING: December 4

2024 Meetings: December 4