

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, February 26, 2025, from 8:31 a.m. to 9:37 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 the 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, Bob Hochgertel, Dan Silvestri, Gary Klosner, Sean Leonard, Andrea Ranno, Colleen Bianco Bezich, Tricia MaGrann, Michelle Gillen-Doobrajh, Morgan Falasca

Absent: Jackie LaMania-Russell, Scott Leonard,

Staff: Michael Marciante

Chairperson's Comments

* Sean updated the Board on the Crafts & Fine Art Festival, noting Renaissance Craftables will be coordinating the event with a one-year deal. RC requested that the contract be with the Borough. The Borough will deduct expenses and reimburse the Partnership. Sean spoke to the future and the benefits of the festival. Michael apologized to the Board for how the contracting with the festival fell through and hoped for a successful event for years to come.

*The Board unanimously approved the January 2025 Minutes. Adam made the motion, and Gary seconded it.

Public Portion of the Meeting

* No comment from the Public.

Treasurer's Report (Gary Klosner)

*Michael presented the Financials, and Gary provided a verbal report; noting a thorough breakdown of expenses. Michael noted a big spend for Events from Winterfest, ice sculptures, and Cathedral Kitchen. Michael reported a positive Yiftee report. Sean noted that the Financials needed to update the Bank name to Fulton Bank. The Board unanimously approved the Financials; Adam made the motion, and Abigail seconded it.

Committee Reports

1. Administration (Sean Leonard)

* Michael described the Main Street Grant application and the resolution needed to seek the Grant. Michael took a role call for the seeking of the grant via resolution. The vote was unanimous; Sean made the motion, and Andrea seconded it.

* Michael presented the 2025 Budget Proposal. Highlights include Event revenue already collected, reducing Interest from the money maker account, a new line for storage and office expenses, a decrease in advertising spend, and an increase in Event spend. Sharon suggested transferring Crafts revenue into surplus. Michael took a role call on the Budget proposal, barring changes. The vote was unanimous; Sean made the motion, Adam seconded it.

* Based on Tricia's suggestion, Michael presented changing the April PfH meeting date to April 30 due to Spring Break. The Board unanimously approved; Sean made the motion, Bob seconded.

2. Retail Retention and Recruitment (Adam Puff)

* No report from RRR was given; no action at this time. Sean asked for a retention report. Michael informed the Board that 110 Kings Highway East will be a restaurant with reconstruction commencing. Newer businesses include: Alebriejas Café in the 200 block of KHE, 2 esthetician locations, Joe Lombardo's law firm. 149 – 151 Kings Highway is looking for tenants; seeking retail in 2 locations.

3. Marketing ()

* Michael noted a vacancy in the Marketing Chair position. Michael invited Board members to step in. Michael presented the 2025 PATCO campaign proposal along QR code analytics. Michael supported the campaign as a localized ad campaign, noting a .01% direct engagement. The Board expressed concerns of understanding the impact and impression definition and reporting back to the Board. Michael spoke about

4. Visual Enhancements (Scott Leonard)

* Bob reported to the Board in Scott's absence. The Committee is working on an interchangeable art mural and wayfinding signage. Michael noted that these updates can be incorporated into the Main Street Grant.

5. Events (Colleen Bianco Bezich)

* Colleen thanked Michael for providing the 2025 Events Calendar. Colleen noted that the Haddonfield Music Festival has been pushed from Spring. Bob inquired if it was listed on the Calendar. Board members commented on September being open. Colleen presented updates on events by Month through the Summer. Abigail offered Sparrow's for the Women's History Networking event.

*Michael added that both Girls' Night Out events were changed based on business feedback. Moving the events back a month for each due to weather/ back to school. Michael also noted the addition of Lunar New Year and Diwali. Michael will have a laminated copy of the calendar available for the businesses. Board members inquired about Haddy's Birthday – Colleen added it was a Borough event.

Executive Director's Report

* Michael noted 38 promotions for Restaurant Week with new restaurants like Cross Culture, Pizza Pazza, Saxby's, and Alebriejas Café with 90% of last year's businesses participating – asking for promotion of the event. The event has a full deck of promotion and 3 sponsors. Bob expressed satisfaction in the growth of the event.

Mayor's Report

* Colleen stressed to the Board the importance of the Financial Disclosure forms. Construction on Haddon Ave is moving on schedule, with the Water Main aspect completed. Sean noted how Pioneer Pipe has done an amazing job, with Board members noting a surprise at the lack of impact. New water services will be put into the curb, with sanitary services will be moving to the curb as well.

*HPD hired a new police officer last year – an addition to the service. Colleen presented information about the installation of bollards that capture license plate numbers for parking violations with no cost to the Borough. Board members expressed the need for the bollards in certain areas, stating that pick-ups are a problem.

*Cole Mills Rd. construction will begin at the end of March with a possible light being installed.

*The Bancroft case was dismissed on February 14. There will be a special meeting on March 5 to discuss the impact of the settlement. Colleen pointed out and condemned the "bashing" of volunteers and officials, asking Board members to be mindful of misinformation. Colleen expressed a concern bashing has on volunteers. Michael added that harassment of volunteers has impacted Main Street volunteerism across the State of NJ.

Administrator's Report

- * The Borough is in the process of addressing parking signage Downtown – DPW/HPD are removing every individual parking sign. HPD is working on “pole holes” to add no parking signage for street closures. The new system will include new signage in a model similar to Tanner St. The ETA is May 5.

Old Business

- * Michael informed the Board about updates to the website, having consolidated menu items and added a “gift card” button and the Main Street NJ/ USA logo.

New Business

- * Andrea informed the Board about her volunteerism with the Historic Society and the implementation of “Historic Signage” for each building in the historic district. HPC expressed great interest, along with individual members wanted their sign. Andrea created the sign and will help with the communication launch of the new campaign. Board members encouraged the HHS to charge more money.

The Board unanimously voted to adjourn the meeting.

NEXT MEETING:

2025 Meetings: April 23, May 28, July 23, September 17, December 3