

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, April 30 2025, from 8:34 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: Adam Puff, Bob Hochgertel, Dan Silvestri, Gary Klosner, Sean Leonard, Andrea Ranno, Colleen Bianco Bezich,

Absent: Abigail Sparrow, Jackie LaMania-Russell, Morgan Falasca

Telecommute: Tricia MaGrann

Staff: Michael Marciante

Chairperson's Comments

- * Sean notified the Board that Michelle Gillen-Doobrajah resigned from the Partnership for Haddonfield to spend more time with her family. Michael thanked Michelle for her contribution to Marketing PfH.
- * The Board unanimously approved the Minutes from the February meeting. Adam made the motion, Sean seconded it.

Public Portion of the Meeting

- * No comment from the Public.

Treasurer's Report (Gary Klosner)

*Michael presented the Financials; Michael pointed out a large Events spend for Q1 and good numbers from Yiftee purchases/ redemptions, and that the Board received its first Borough assessment check. The Board unanimously approved the Financials; Sean made the motion, and Dan seconded it. Michael noted the Paper Gift Card redemptions for \$411, noting no expiration, and people finding them in deceased relatives' possession. Michael suggested a line item to exchange paper gift cards.

Committee Reports

1. Administration (Sean Leonard)

- * Main Street America is visiting on May 21, with most of the meeting not including the Executive Director. Michael is coordinating the Agenda to avoid a quorum.
- * Michael added changes to the Social Media Policy to address Collaborations and crowd-sourcing requests. Adam noted the changes were reasonable and are good steps. The Board unanimously approved the new policy. Adam made the motion, and Andrea seconded it.
- * Michael reinforced that Financial Disclosures are due today by midnight, April 30.

2. Retail Retention and Recruitment (Adam Puff)

- * Adam presented the Verona Ristorante and the Committee's recommendation. After clarifying their materials, Sean made a motion to approve, and Bob seconded. Michael took a vote count from each Board member, and the vote was unanimous, with Colleen abstaining.
- * Michael presented details on Raks Thrift Ave; the application suggested plans to add new flooring in 2026. Sean inquired about the materials being purchased from the Lavish Loft, which received a Retention Grant from PFH. Dan inquired as to why purchases were made in cash. Michael clarified that the Lavish Loft grant was the full amount, and to his knowledge, the items purchased from Raks were not part of Lavish Loft. Sean made a motion to reject the Grant application, Dan seconded it. The Board did not approve the Grant Rejection, with Bob, Adam, Gary, Scott, and Andrea dissenting and Colleen abstaining. Adam made a motion to table the grant application until the Board can verify that the items were not part of a previous Grant, and confirm payment; Sean seconded it. The Board approved, with Colleen abstaining.
- * Bob recused himself for the next 2 Grants. The Board reviewed the Planters' Application for Haddon Hall. Michael noted the business is not open for a minimum of 5 bays. The Board rejected the Grant by vote.
- * The Board reviewed a Planters Grant application for King's Road Brewing Co. The Board unanimously approved the Grant, with Colleen making the motion, and Adam seconding.

3. Marketing (Gary & Bob)

- * Michael informed the Board that Marketing approved the spend for PATCO advertising after receiving answers from the previous meeting. Michael plans on doing a PATCO drop with a QR code to a survey to ascertain ridership information, and a separate flyer to ascertain PATCO information Downtown. Sean noted the campaign is a significant expense and suggested increasing the gift card amount. The Board approved spending \$500 on the surveys. Sean made the motion, Colleen seconded it.

4. Visual Enhancements (Scott Leonard)

- * Michael informed the Board that he was unable to submit the Grant application due to the Board not having a Letter of Good Standing, which is required. Michael noted that issues with the IRS will likely hold up his request. VEC has money for at least 1 wayfinding sign. Scott presented quotes on wayfinding signage and discussed intentions to build a new sign first to set the standard for redesigning wayfinding signage Downtown. The Board expressed a need for a policy to address which types of businesses can apply for signs. The Board noted a need for signage pointing south of Chestnut St, engaging both sides of the sign.
- * The Board unanimously approved spending for Wayfinding signage and solar cells. Scott made the motion, Sean seconded it.
- * The Board was in favor of an interchangeable mural that is managed by VEC. Sean talked through concerns about not discriminating in the process of awarding artist renderings. Colleen provided insight to fairly award artists.

5. Events (Colleen Bianco Bezich)

- * Colleen reported a positive turnout for the Women's History Networking event, thanking Sparrow's for hosting, noting an increase in success each year. Colleen gave kudos to Michael for hosting the Main Street NJ directors to Wanda BYOB, with donations from Heritage Winery/ Wildfether. Colleen added it's been a 20-year dream to be designated a NJ Main Street. Colleen spoke to each attendee about how Haddonfield can benefit and inspire other Main Streets. Upcoming events include Viva La Diva, Mayor's Wellness, and The Skirmish, the Pride Al Fresco, July 4, and Summer Street Feast.
 - * Sharon asked the Board if they wished to have an activation at the Crafts & Fine Art Festival. The Board considered volunteering time but ultimately turned it down.
- *Colleen encouraged the Board to continue to seek revenue to uplift events and look to support staff and gather volunteers. The Board should consider considering which events the Borough uplifts that PFH can support, like

Haddy's Birthday.

Executive Director's Report

- * The Main Street conference provided a wealth of information. Michael noted a takeaway to translate a letter for non-English speakers as a first language. Michael provided an update on Yiftee's Tap-to-Pay, with a plan to inform businesses and launch in the Summer to draw additional revenue.
- * Michael also noted that managing the PfH hybrid meeting is outside of his capability. Michael asked the Board to assist if they wish to host hybrid meetings. Colleen added that the Borough can manage hybrid meetings with the help of 3 staff members.

Mayor's Report

- * Colleen thanked their Board for volunteerism and contributions during her tenure on PFH, noting a rough beginning with micro-grants/ board members reporting her actions as illegal. Colleen asked the Board to continue to support the Downtown, and support Michael in his role as a single person doing the entire job. Colleen suggested the Board look into ways of bringing an ambassador Downtown to work with Camden city services. Colleen thanked Sean for his service as Chairperson and Andrea as Vice-Chairperson and encouraged Board members to give themselves credit. Colleen also asked the Board to give Sharon an applause for her work.

Administrator's Report

- * Sharon provided a new update about fire code for mulch, noting an issue with Kings Court. The Borough will have to switch to sand or stone. The Board suggested alternatives, and Sharon and DPW are looking into every option.

Old Business

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New Business

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The Board unanimously voted to adjourn the meeting.

NEXT MEETING: May 28

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