

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, May 28 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 organization is as follows:

Chairperson	Sean Leonard
Vice-Chair	Andrea Ranno
Treasurer	Gary Klosner
Secretary	-
Duly recorded,	
Michael Marciante - Executive Director	

Attendance: Bob Hochgertel, Dan Silvestri, Gary Klosner, Sean Leonard, Andrea Ranno, Itir Cole, Abigail Sparrow, Jackie LaMania-Russell, Tricia MaGrann

Absent: Adam Puff, Morgan Falasca, Scott Leonard

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

- * Sean notified the Board that Itir Cole will be the new Commissioner role on the Partnership for Haddonfield Board. Michael notified the Board that Dave Siedell is the new Mayor
- * The Board approved the Minutes from the April 30 meeting. Gary made the motion, Sean seconded it.

Public Portion of the Meeting

- * Stuart Harding from Planning Board and H.O.S.T. asked the Board for feedback on the idea of a digital board with business information. The Board asked questions about commitment and finances. Michael explained to Stuart where the Board is in ability to execute. Dan S said it was a great idea.

Treasurer's Report (Gary Klosner)

- *Michael presented the Financials; Michael pointed out spending was standard, with larger expenses being the Main Street Director's meeting, Viva La Diva uplift, and basic marketing. The Board unanimously approved the Financials: Abigail made the motion, and Gary seconded it.

Committee Reports

1. Administration (Sean Leonard)

- * Michael presented a 2022 Audit to the Board. Due to overlap/ transition with accountants, a full audit could not be completed; not all books had reconciliations. The auditor provided a summarized financial statement instead. Sharon suggested that creating an action plan for future audits/ accounting is in order. The Board talked about fund balances. Michael noted the Board has 61% of a calendar years' budget in fund balance.

2. Retail Retention and Recruitment (Adam Puff)

- * The Board reviewed the Retention Grant from Raks Thrift Ave that was tabled at the last meeting. Through Michael's research, no item in the RTA application included items covered by the Lavish Loft's Retention Grant

from 2022. Michael was able to uncover that there were check payments from RTA. Andrea provided background on the two businesses. Sean made the motion to approve the Grant Application, but only for payments made via check and not cash. Michael took the role call. The Board approved the motion, with Andrea dissenting. The Board discussed setting a precedent for verifying payments and only supporting grants with proven/ paper payments and not cash

3. Marketing (Gary & Bob)

* Michael informed the Board that a blog post is being submitted to the Main Street America Blog. Abigail wanted to see whether MSNJ or MSA can help measure footfall.

4. Visual Enhancements (Scott Leonard)

* Michael informed the Board that the holiday tree lighting as it on the precipice of needing an RFQ. Sean inquired about the requirements for an RFQ and spoke highly about our current provider; Michael agreed, noting Neill does an amazing job. Sean spoke about his ability to address issues. Sharon encouraged the Board to seek different pricing. Michael noted that Scott was going to have the conversation with Neill.

* Bob presented the policies he and Scott worked on. Michael encouraged them to table the voting on policies as the documents had not been circulated before the meeting.

5. Events (*)

* Michael noted that Summer events are underway, and will have applications for Fall events in front of the Commissioners. Michael noted the Committee has not met in a while and will do so shortly in order to vote for a Chair. Abigail inquired about July 4, and Michael noted that a meeting is happening on May 29.

Executive Director's Report

* Michael noted that Downtown Haddonfield's social media is in the midst of posting the Hidden Gems of Haddon Ave campaign on social media. Michael spoke highly of Maya's Mexican restaurant and working with the owner to get their outdoor dining permit. Michael also got DPW to mulch the 100 block of Haddon Ave.

Commissioner's Report

* Itir had nothing to report and is excited to work with the Board, noting she chose PfH as she lives Downtown. Andrea expressed great admiration that Itir is on the Board.

Administrator's Report

* Sharon was at the Mayor's conference, met someone who attended the Director's dinner, and spoke highly about it. Sharon gave a breakdown of the July 4 event happening after the parade. The focus of the event is to give Haddonfield families and friendly event to enjoy after the parade.

* American Water will be working on Haddon Ave, noting disruption will continue. The Borough will be pulling the streetscape down Haddon Ave from KHE, with new crosswalks, lanterns, and flag holders. The Borough is applying for a Grant to improve sidewalks and Lincoln Ave.

*The Board discussed the Main Street America visit, noting excellent insight. The Board discussed volunteerism and the need for it. Sharon made suggestions for inviting volunteers to Committees in non-voting roles.

Old Business

* The Board voted not to have a presence at the Craft Festival. Sean made the motion, and Bob seconded. Michael handed a variety of flyers going out on the PATCO drop and explained the different questions/ surveys. The Board spoke highly of the survey responses thus far and the flyers.

* Michael plans on releasing information about the Tap to Pay function on Yiftee. Abigail suggested making videos. Michael has done a considerable amount of promotion and coordination with the Farmers Market. Michael is

encouraging them to do a pop-up during the Summer Street Feast with just farm vendors. Michael believes a Thursday farmers' market fulfills a need of residents who have Shore houses. The Board loved the idea of a Thursday farmers market.

New Business

- * The Board discussed the bicquinentennial and the events happening in 2026. The Borough will be forming a committee. Abigail suggested having flyers in every hotel and starting in January/ March. Michael noted shifting content on PATCO ads in 2026.
- * The Board discussed Fall Festival. Sharon explained that the old/ traditional style of the Fall Festival is returning. Bob explained, "Tables on the sidewalk" is not a draw. Bob also mentioned the evolution of outdoor dining on sidewalks and is all for a reimagined Fall Festival. Sharon encouraged the Board to figure out what they imagine for the Fall Festival for 2026.

The Board unanimously voted to adjourn the meeting. Sean made the motion; Abigail seconded.

NEXT MEETING July 23

2025 Meetings: July 23, September 17, December 3