

## **PARTNERSHIP FOR HADDONFIELD, INC.**

**Minutes: Wednesday, July 23 2025, from 8:30 a.m. to 9:33 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, Gary Klosner, Andrea Ranno, Itir Cole, Abigail Sparrow, Scott Leonard,

Absent: Jackie LaMania-Russell, Sean Leonard, Dan Silvestri

Telecommute: Morgan Falasca, Tricia MaGrann

Staff: Michael Marciante, Sharon McCullough

### **Chairperson's Comments**

\* The Board unanimously approved the May 28, 2025

### **Public Portion of the Meeting**

\* Joe Murphy from 30 Tanner St spoke. Joe suggested that the board host most networking meetings, noting that many years ago, they were sponsored by businesses and were not themed.

### **Treasurer's Report (Gary Klosner)**

- Gary provided a verbal report. 30% of the Budget has been spent. On July 28, the Commissioner approved the 2025 PfH Budget. Michael noted he did not include the May Money Market revenue, the total \$885.27. The Board unanimously approved the Financials; Scott made the motion, and Adam seconded it.

### **Committee Reports**

#### **1. Administration (Sean Leonard)**

\* Michael presented the letter that was sent to the Fall Festival committee, reflecting the Event committee's wish not to participate in the Fall Festival.

#### **2. Retail Retention and Recruitment (Adam Puff)**

\* The Board reviewed 2 Retention Grants: 1 from Inkwood Books and The Little Hen. The Board unanimously approved the Inkwood Books Grant, except Scott, who abstained; Adam made the motion, and Gary seconded it. The Board unanimously approved the Little Hen Grant; Andrea made the motion; Adam seconded it.

#### **3. Marketing (Gary & Bob)**

\* Michael presented a report on the PATCO surveys, reporting that many riders shop Downtown, noting that frequent food & beverage businesses. The report also shows that many surveys conducted Downtown showed many shoppers are Haddonfield-based. Michael sent the gift card prizes to the 2 survey respondents. Abigail liked the metrics; Itir questioned the success of the surveys. Michael reported conflicting reports on ridership, noting PATCO will be an important tool for the 250. Itir asked how to drive foot traffic to small businesses.

#### **4. Visual Enhancements (Scott Leonard)**

\* The Board discussed policies for the interchangeable mural and wayfinding signage. The Committee will review the policies before bringing them back to vote on. The Board discussed the exclusion of certain professional businesses; Scott noted that focusing on retail will help drive foot traffic. The new signage will be integrated into the Code & Construction office application process.

#### **5. Events (Andrea)**

\* Andrea reported to the Board as the new Events Chair. There are 5 events in 30 days, detailing each of the 5 Fall events, hoping to drive lots of foot traffic. Michael noted several sponsors signing on for every event

#### **Executive Director's Report**

\* Michael provided a Summer Report on projects worked on throughout the Summer.

#### **Commissioner's Report**

\* Itir asked the Board for their feedback on the issues Downtown, as part of her goals as Commissioner. Abigail noted the importance of the 250. Adam noted that many changes in PfH and where to go next. One of the issues she wishes to tackle is homelessness. Itir brought up the issue of foot traffic. The Board discussed spreading information/resources about how to manage their business with homelessness in existence.

#### **Administrator's Report**

\* The Haddon Ave project should be winding down soon, having faced several challenges. The County will be going out to BID for the second stage of the project. Sharon noted a positive response to the food-eating contests and the old-school carnival games. Sharon noted that the Independence Day celebration will be on July 3 with a possible drone show. Craft Show went well.

#### **Old Business**

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#### **New Business**

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

**NEXT MEETING** September 17

**2025 Meetings:** September 17, December 3