

PARTNERSHIP FOR HADDONFIELD, INC.

Minutes: Wednesday, January 28, 2026, from 8:32 a.m. to 9:29 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	
Vice-Chair	Andrea Ranno
Treasurer	Gary Klosner
Secretary	-
Duly recorded,	
Michael Marciante - Executive Director	

Attendance: Adam Puff, Bob Hochgertel, Abigail Engel, Scott Leonard, Morgan Falasca, Andrea Ranno,

Tricia MaGrann, Gary Klosner, Mike O'Rourke,

Absent: Dan Silvestri, Jackie LaMania-Russell

Telecommute: Itir Cole

Staff: Michael Marciante, Sharon McCullough

Chairperson's Comments

* The Board unanimously approved the Minutes of the December 3, 2026 meeting, adding Adam to attendance: Adam made the motion, Andrea seconded it.

Public Portion of the Meeting

* No comments from the public. Michael noted the Environmental Commission was scheduled to come but cancelled.

Treasurer's Report (Gary Klosner)

*Michael reported on the 2025 spend, noting spending was under by approx. \$26,000. The Board unanimously approved the Financials: Bob made the motion, Abigail seconded it.

Committee Reports

1. Administration ()

* Michael presented a Draft 2026 Budget. Michael emphasized the importance of bringing in additional income to keep up with the Board's spending and continuing to build the Board's Fund balance. Sponsorships/ Event Revenue for 2026 are higher than year's past. Michael suggested this might be the year for the Board to request an increase in the BID tax to accommodate the increase of prices in the industry, account for additional costs like health care and salary of staff all while funding the Fund balance. Scott aired caution, noting that the increase of taxes would undoubtedly be reflected in rent for the retail community. Sharon provided insight on how the BID tax is collected/ assessed by property.

* Michael went over the Budget, providing details about spending for each Committee. Michael also added that the Admin Committee will be meeting to go over the Budget before approval from the Board.

2. Retail Retention and Recruitment (Adam Puff)

* The 2 Retention Grants approved in 2025 have been reflected in the 2026 Budget, per the Board's new policy. Both Grant Checks have been cashed.

3. Marketing (Abigail Engel)

* The Committee will be meeting soon.

4. Visual Enhancements (Scott Leonard)

* Scott provided an update on the Wayfinding sign application. The HPC recommended moving the sign across Kings Highway to near Fulton Bank. Sharon added HPD has feedback on the signage as well.

5. Events (Andrea Ranno)

*Michael presented the 2026 Calendar, including the new Events: Spring Stroll, Haddy's Half-Birthday, Futbol Fridays, Harvest Week and Yule Night Market. Sharon noted that Harvest Week will feature a colonial theme to it.

* Michael asked the Board for its feedback on the date for Halloween Night Market. The Board discussed shopping trends and neighboring events. The Board voted to have the event on October 23: Andrea made the motion, Bob seconded it.

Executive Director's Report

* Michael provided a breakdown of the Financials of Souper Bowl Saturday. Bob expressed how great the event was this year; giving credit to Michael. Mike O'Rourke who attended, thought the overall presentation and consuming of soups and their locations worked out well. Bob encouraged the event continue with current set-up. Abigail thought the Shuttle was effective. Morgan noted that it was not a very high spending weekend Downtown, regardless. Michael noted most retailers are reported 20-30% down from previous years. Michael asked, if we didn't have events – would anyone be Downtown? Michael reported some issues with the operation of the event.

Commissioner's Report

* Itir reported the Environmental Commission wants to partner on sustainable cutlery with restaurants and working with them on Green Week.

Administrator's Report

*Sharon reported on the snow fall and addressing the excess amount of snow Downtown. DPW is planning on moving the snow away from the Downtown; focuses on making sidewalks and parking accessible. Sharon thanked the retail community for paving; noting challenges with Starbucks. Sharon explained disconnect with the property owners and occupant. Cleanup after the snow melts is on the radar.

* Haddonfield 2026 website is up. Additional events like the Harvest Dinner. The Borough is helping with the Skirmish, gathering more troops to scatter Downtown. Colonial-era tradespeople are being sought to put in front of stores with hopes of stores buying in with costumes and alleviating restrictions to make storefronts look like Colonial era. Other plans also include having colonial demos from May thru September. The Borough is also looking at marketing opportunities for the year and making a Haddonfield Quilt.

*Sharon presented the idea of changing the makeup of the Board and each member's designation (Retailer, Resident, etc.) and expanding designations. The Board discussed the number of Board members.

Old Business

* Michael has a meeting with Main Street American to go over an Agenda. Sharon suggested reviewing their recommendations from their previous meeting.

New Business

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The Board unanimously voted to adjourn the meeting. Bob made the motion, and Adam seconded it.

NEXT MEETING: February 25

2026 Meetings: February 25, April 22, May 27, July 22, September 23, December 2