

**Haddon Heights Business and Professionals Association**  
**Meeting Minutes – Village Chesse Shop**  
**Wednesday, April 14, 2010 8:00a.m.**

**Introduction and Attendance**

Meeting called to order at 8:05 a.m. Paul Ciervo (Main Street Realty) presiding. Also in attendance Laura Olt, (Main Street Realty), Bob Cubberley (Rail Road Club), Sheryl Segal (Simply Charming), George and Melinda Wise (Wise Jewelers), Rich Kinkler (Haddon Heights Police Dept), Loriann Burris (Car-Tel), Bob Hunter (Haddon Heights Library), Rose Fitzgerald (Haddon Heights Council), Harry Vincent (Haddon Heights Senior Representative), Denise Minchin (Main Street Realty), Ryan Nagle (Walnut Street Securities), Tony Caprice (ASB), Adam Hawley (The Projeckts), Sally Pietersen (The Projeckts), Cindy Romanelli (Freshest Flowers), Barbara Aguilar (Framework Ltd) and our very gracious hosts, Ethel & Brett Harrison (Village Cheese Shop).

Paul introduced and welcomed our guest speaker Tony Caprice from ASB, and our new members Ryan Nagle (Walnut Street Securities) and Adam Hawley and Sally Pietersen (The Projeckts).

**Secretary's Report**

There was a motion to accept the minutes from the last meeting by Harry Vincent, Rose Fitzgerald seconded, motion carried.

**Treasurer's Report**

Rich Lipko was not in attendance, but a report was presented. Balance on 3/9/10, was \$8,513.66. Deposits and interest for the month were \$1,105.34, less checks written and fees of \$442.82 leaving a balance of \$9,176.18. New member is Walnut Street Securities, Inc. Welcome Ryan. George Wise made a motion to accept the Treasurer's report, Bob Hunter seconded, motion carried.

**Guest Speaker – Tony Caprice, ASB**

- Remember the “Welcome Wagon?” Well, Tony's company does just that. He would like to make available to all new residence a personally delivered “Welcome Bag” full of town literature and coupons. He has resources that enable him to know immediately when someone new moves into town. Knowing that, he would be able to reach out to the new resident within 7 days. This would allow anyone new to know what types of business are in the community. He is looking for a 90 day commitment from the businesses. The fee is \$150. There was some discussion about who will/can pay. It was determined that he will need at least 10 business to participate to breakeven. The association will discuss and consider it.

**Fourth Fridays**

- Start up for Fourth Fridays will be April 23<sup>rd</sup>. Sheryl Segal has 4 bands committed this month along with some artisans. We have asked the car club to participate too. Adam Hawley from the skateboard shop has volunteered to have skateboard demonstrations. We will look into blocking the 600 block of Station Ave. There was a brief discussion about blocking the street and disrupting business and the skateboard ordinances in general. We will try closing down the block in April. Please try and stay open later April 23<sup>rd</sup>.

### **Down By The Station Day**

- Rain or Shine Down By The Station Day will be held May 8<sup>th</sup>. The borough plans on securing the trolley again this year that will take guests around town. Rose has walked around Station Ave handing out letters regarding the event. This year the bus shelter on White Horse Pike will be dedicated. Rose is looking for a sponsor to host a small coffee/dessert stop for the dignitaries. Last year's host was the Village Cheese Shop. No outside crafters or vendors will be solicited, so there will be ample opportunities to attract business. Main Street Realty will get a moon bounce. Sheryl Segal will work on getting the musicians. The antique car club has been asked to participate. There will be a book signing, and a pencil drawing of long time resident George Wise will be displayed. Rose asked if the businesses could include some mention of "Down By the Station Day" in their upcoming advertising and/or stock some kind of train merchandise in their stores. She is also asking the restaurants to offer some kind of train menu that day. Last year's event was a huge success. We are looking for it to be even better this year.

### **Miscellaneous Items**

- Georg Wise asked for some financial support from the association to clean up and decorate the alley between Anthony's and the hair salon. He is looking for approximately \$250. A vote was taken. Everyone was in favor of supporting him.
- Bob Hunter has decided to retire from organizing the annual "Fall Festival." He is looking for someone to take over the job. He is willing to help, but does not want to take on the project again himself. If you or if you know of anyone who would be willing to take on the role, please let Bob know. You can reach him at the library.
- Lori Burris of Car-Tel puts out a monthly newsletter. She volunteered to let any business advertise in the newsletter for free. If you'd like to get in the next newsletter, please contact Lori directly at Car-Tel.
- As a side note, it was presented that the Masons are leaving town, and that the building will be left empty.

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Motion to adjoin meeting by Denise Minchin , seconded by Sheryl Segal motion carried. Meeting adjourned at 9:20.

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To update your contact information, or to add contact information, please contact Laura Olt at 609-828-2035 or [olaura59@verizon.net](mailto:olaura59@verizon.net)

**NEXT MEETING WEDNESDAY, MAY 12th, 8:00 AM  
STATION HOUSE RESTAURANT**