

Haddon Heights Business and Professionals Association
Meeting Minutes – Village Cheese Shop
Wednesday October 20, 2010 8:00a.m.

Introduction and Attendance

Meeting called to order at 8:00a.m. Ryan Nagle (Walnut Street Securities) presiding. Also in attendance Bob Cubberley (Rail Road Club), Sheryl Segal (Simply Charming), Paul Ciervo (Main Street Realty) Rich Lipko (Perroni/Strategic Fund), Barbara Aguilar (Frame Work), Prudy LaMartia (Perfect Press), George and Melinda Wise (Wise Family Jewelers) Rose Fitzgerald (Haddon Heights Council Person), Bob Hunter (Haddon Heights Library), Laura Olt (Main Street Realty), Cindy Romanelli (Freshest Flowers) a guest, Steve Keefe (Powell Solar) and our very gracious host, Brett and Ethel Harrison (Village Cheese Shop).

Secretary's Report

Laura Olt briefly reviewed minutes from last meeting. Cindy Romanelli made a motion to accept the Secretary's Report, Sheryl Segal seconded, motion carried.

Treasurer's Report

Rich Lipko presented. Balance on Sept 7, 2010 was \$7,605.41

Deposits from Fall Festival, calendar and dues were \$6,185.00, less checks written \$5,581.24, left a balance of \$8,209.17.

Preliminary figures for the Fall Festival were: total income \$4,861.00, less expenses \$5,621.00, left a deficit balance of \$760.00. Remember this is preliminary.

2011 Boro Calendar finances are.....ads sold so far and deposited \$5,070.00; anticipated cost is \$7,800.00.

Fall Festival

- The festival took place on October 2nd. Bob Hunter thanked the Lipkos, public works and all the others for the help they gave to make the Fall Festival a success.
- Sheryl suggested that next year the vendors be moved possibly to the middle of the street to allow sidewalk traffic so patrons could get to the shops.
- Layout of the Festival starts in January. Let's revisit then.

Fourth Fridays

- Did Joan Quinn get her prize? While she was honored to win 1st prize in the apple baking contest, she did not want to share her secret recipe for the newspaper.
- October's theme will be Halloween. So far not many vendors have signed up to participate. Rich Kinkler met with Ryan, and wants the hayrides wrapped up by 6pm for safety reasons. We were still in need of a second driver for the hayrides. George Wise volunteered himself and his truck. Thanks George.
- Rose suggested that we maybe host an art show in the old 5 and 10. Beth Borchers our guest suggested using art from the school kids.

Holiday House Tour

- Beth Borchers was our guest, and she came to speak to us about this year's holiday house tour. This year's theme will be "Christmas on the Park." She shared that in past years most businesses along Station Avenue are closed. She is really encouraging merchants to stay open and dress up their shop windows. She would like to coordinate our annual tree lighting for that night. Maybe include a choir. The tour committee would like to work a joint project whereby local merchant establish individual wish lists targeting the "tour widows" (the men). On tour night, they could go into the merchant and find their significant others wish list. The committee would like to advertise this throughout all their advertising, some of which goes home directly from the schools.
- We get lots of attendees form outside Haddon Heights. Parking is definitely an issue. This year the committee is looking to have designated parking areas and having a trolley take attendees to different stop along the route. They are asking for a commitment from the association to support the payment of the trolley. Rich made a motion to support the trolley, Cindy, seconded. Motion carried.
- Rose would like to organize the residents and businesses along White Horse Pike to "light up the residences". It will bring instant attention to Station Avenue and bring business into the community.
- There was a lengthy discussion about the Christmas lights along Station Ave.

Miscellaneous Items

- Philadelphia Magazine approached Ryan about featuring a 1/2 page bio on Haddon Heights if the business community would take a full page worth of advertising. There would be 15 ads on the page. The boro agreed to kick in \$1,000, but each ad would still run about \$375 per business.....Ryan asked if there was any interest. There was no interest.
- Ryan suggested that we get to "Know Your Neighbor", a mini networking session whereby members would talk about what they do. We decided to start with 2 members for each meeting. Rich Lipko and Cindy Romanelli volunteered for next month.
- There was a discussion about fund raising. Maybe we should have quarterly fund raisers. How about a Bowling Night in February?
- George Wise was looking for support to service the municipal clock in front of boro hall. Paul suggested selling brick pavers. Rich said the mayor is trying to address the repair.
- Brett Harrison spoke briefly about taking a list of some counterfeit money that has been circulated in the area. The police were not interested in distributing to local merchants. Ryan said he would talk to Rich Kinkler

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Motion to adjoin meeting by Rich Lipko , seconded by Laura Olt motion carried. Meeting adjourned at 9:15.

Visit us online at <http://www.haddonheights.biz/index.html>

To update your contact information, or to add contact information, please contact Laura Olt at 609-828-2035 or olaura59@verizon.net

**NEXT MEETING WEDNESDAY, NOVEMBER 10, 8:00 AM
AT THE VILLAGE CHEESE SHOP**