

Haddon Heights Business and Professionals Association
Meeting Minutes
Village Cheese Shop, 516 Station Avenue
Wednesday, January 9, 2008, 8:00 A.M.

Introduction and Attendance

Meeting called to order. President Paul Ciervo (Main Street Realty), presiding. Also in attendance, Laura Olt (Main Street Realty), Daniel M. Replogle (Daniel M. Replogle, Attorney), Marion Sokol (PNC Bank), David Gallara (JD's Grill), Jeannie Marcucci (Greenjean Gardens LLC), Frank Lafferty (Haddon Heights Fire Department), Rich Lipko (Pennoni Associates / Mid Atlantic Mortgage), Rosemary Fitzgerald (Haddon Heights Borough Councilwoman), Diane Ordile (Lite N Up), John Colaianni (Commerce Bank) and Brett & Ethel Harrison, our generous and gracious hosts at Village Cheese Shop.

Welcome a new HHBPA member and guest – David Gallara (JD's Grill) and Councilwoman Rosemary Fitzgerald, respectively. President Ciervo also welcomed our two newest members of the HHBPA : Car-Tel Communications, 501 Station Avenue (Craig Corelli) and Mama Antes Cookies and More, 506 Station Avenue (Kathy Antes).

We are meeting this Saturday, January 12th, 8:30 A.M. at Main Street Realty to take down Station Avenue pole lights.

President Ciervo gave thanks on behalf of the HHBPA to all who helped with the carriage rides, downtown holiday decorating, and the St. Rose of Lima Choir who sang outside.

Secretary's Report

John Colaianni presenting. Minutes from December 12th meeting summarized. Special thanks to Laura Olt for taking the minutes in John's absence. Paul Ciervo made a motion to approve the minutes, multiple seconds. All approved, none opposed.

Treasurer's Report

Rich Lipko presenting. Balance of account = \$6,693.91. Slightly ahead of Rich's projection for this time of the year. \$380 still due from Holiday Calendar advertising. HHBPA membership renewals and applications just went out in the mail. Daniel Replogle made a motion to approve the report, seconded by Diane Ordile, all approved, none opposed.

Old Business

Halloween Parade and HH Library House Tour didn't make it into the 2008 Calendar. Diane asked if there was any progress on the rebirth of a May Festival (Renaissance or otherwise). Consensus was that another big event not really supported in town or business district, according to Paul.

Walking Tour of Station Avenue (usually a small turnout) is April 17th. Town Yard Sale is April 18th. Neighbors Night Out is May 10th on East Atlantic Avenue.

Heritage League does a Garden Tour every other year, assumed to be on or around June 20th for the Solstice. Attracts a lot of out-of-towners.

Rosemary raised excellent points of trying to incorporate one or more of these events into downtown shopping, downtown dining, incentives for stores and shops to remain open late, perhaps the HHBPA could sponsor advertising for such ideas.

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New Business

HHBPA involvement / sponsorship / leadership of an Open House Night downtown, sidewalk sale, town appreciation night. Good point raised we could incorporate one or more of those ideas with the already existing SJ Restaurant Week perhaps to piggyback onto something our local restaurants are already taking part in.

Monte Carlo Night Fundraiser is scheduled for March 15, 2008, at the Knights of Columbus Hall on Crystal Lake Avenue, Haddon Township.

A committee has been formed to work on this fundraising event, consisting of Paul Ciervo, Laura Olt, Diane Ordile, Rich Lipko, and John Colaianni. Rich has begun work on obtaining licensing for a gambling night and Laura is doing further research into the Hall, permits, and other organization. The committee has met once already and will meet again at least once before the next full HHBPA meeting.

Question was raised how to incorporate the town's history through the Railroad Club. They are working through some logistics of their own, getting organized, and perhaps the HHBPA could be a vehicle to reach out to them and help to incorporate them into town events, activities, etc. Good points on this made by Rosemary, Diane and Rich.

Ethel raised the idea of selling Railroad items, for example coffee mugs, hats, shirts, etc. and in fact Ethel pointed out that someone from the RR Club approached her and she was happy to help, but that no follow-up was ever received from the RR Club.

On a related note, March 8th and 9th are Railroad Days at the Masonic Temple.

Jeannie Marcucci stated she thinks the HHBPA should be more involved with the Garden Tour. All agreed. Jeannie also graciously offered her labor to assist with springtime downtown plantings. We all agreed this was a great idea, with some logistics to be worked out, and we will address at our next meeting.

Paul raised the notion that the HHBPA should attend HH Borough Council meetings to help to increase our ability to work with Council to address downtown issues, etc. Also that we need to find out who in the Borough coordinates advertising that already takes place on Channel 19. These meetings are on the 2nd and 4th Tuesdays, 7:30 P.M.

Finally, the 5 & 10 on Station Avenue is up for lease. This is a large space inside and the Borough would be willing to consider approving the creation of smaller spaces inside this building.

Rich Lipko continues to work hard on the Downtown Street Poles project, and hopefully will have an update for us at our next meeting. Paul set a target of May 2008 to have new banners up as a way to increase information flow and advertising for town and downtown events.

John Colaianni made a motion to adjourn at 9:00 A.M. seconded by Paul Ciervo, motion was approved, none opposed.

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NEXT MEETING FEBRUARY 13TH, 8:00 A.M. VILLAGE CHEESE SHOP