

**Haddon Heights Business and Professionals Association**  
**Meeting Minutes – Village Cheese Shop**  
**Wednesday, January 14th, 2009 8:00 A.M.**

**Introduction and Attendance**

Meeting called to order at 8:15A.M. President Paul Ciervo (Main Street Realty) presiding. Also in attendance, John Colaianni (TD Bank), Dan Replogle (Law Offices of Daniel Replogle), Rich Lipko (Pennoni / Barclay), Diane Ordile (Lite-N-Up), Jessie Hagan (April Robin), Rose Fitzgerald (HH Borough Council), Bob Cubberley (DSMRRC Train Club), Michael McKinnon (Olde Station Pharmacy), Marion Sokol (PNC Bank), Karen Maratea (Florian Agency Inc.), Rich Kinkler (HH Police Department), Judy Adelizzi (Jazzi Java), Barry Wendt (Attorney), and our gracious hosts Ethel and Brett Harrison at the Village Cheese Shop.

**New Members**

President Paul welcomed two new HHBPA members in attendance, Michael McKinnon of the Olde Station Pharmacy, and Attorney Barry Wendt. Welcome !

**Secretary's Report**

John Colaianni presenting. Minutes from prior meeting summarized.

Motion to accept from Barry, second by Dan Replogle, motion carried.

**Treasurer's Report**

Rich Lipko presenting. Balance on 01/09/2009 is \$3,341.06. Dues for 2009 mailing went out on January 10<sup>th</sup>. The 2009 Borough Calendar was distributed – 5200 copies – December 13 and 14. From the calendar project, \$625.00 is still due from advertisers.

Total of \$5,484.98 spent on Christmas Parade and festivities of the season. From this, \$400.00 is still due from pledged sponsors and advertisers.

Motion to accept from John Colaianni, second by Paul, motion carried.

**New Business**

- Discussion from the Treasurer's Report was an off-shoot of discussion of holiday expenses and carriage rides. Some towns charge for them, so do not. We kicked around different ideas and settled on a donation basis. Rich pointed out that the rides cost \$500 per night and thus our total expense is \$1,000.00.
- Follow-up discussion of holiday gift bags that the HHBPA tried this year. 200 bags were made. Members were able to provide coupons, etc. for the bags to try to give incentive for downtown shopping. Of those bags, Judy advised 140 were given out, and 60 still remain.

Can do a better job of organizing the distribution, as plan was to give them out at Borough Hall which was closed. Jessie reported April Robin received about 20 responses, which for the first time around, a 15% return, the group thought was impressive, although of course we'd like even more of an impact next time around.

- Discussion moved to coordinating email lists and blasts. Consensus that we must move forward and have this tool at our disposal. Some merchants do it on their own, some use a service. As the business association it is a service we should cultivate and provide. Chief Kinkler agreed to reach out to Chris our Webmaster at the Library to explore having a contract with him to work with the

HHBPA. Dan, our erstwhile photographer, noted there seems to be a problem with getting events photos up on our website.

- Rose advised that “Simply for Families” will be replacing the “Heights Report” starting February 1<sup>st</sup> and that it will go out 6 times a year, to every household in Heights. Bob Hunter has been working with the publication to feature 2 businesses per issue. Paper will be a mix of town news and paid advertising.
- HHBPA Events Committee met and discussed rotating the signage at the entrances to town, perhaps featuring not just town events but town businesses on a rotating basis. Rich advised the site at the corner of WHP and Station Avenue is in fact owned privately by the adjacent building owners, and that it is through their courtesy that we enjoy the use and advertising impact of those sites. Rich also advised that signs for those sites typically range in cost from \$60-\$300, depending on the design.
- Paul advised the Borough will put up the Banner Poles, logo will be “Shop Haddon Heights First”.
- **BEEF AND BEER FUNDRAISER** Monte Carlo night will be **Saturday, February 28<sup>th</sup>** at the Audubon Park Recreation Hall, on Road “C”. \$30 per ticket. The hall holds 250 people. We will have food and libations, a DJ, Chinese Auction, 50/50’s, door prizes, and games of chance, not to mention a great time. 7pm-11pm. Come early and stay late ! And thank you to Diane and Judy who will coming around to gather door prizes etc. from our membership !
- Bob advised there will be a celebration from the Railroad Club during Historic Preservation Week, most likely on May 9<sup>th</sup>. More details forthcoming, keep us posted Bob !
- Rose advised the Borough is putting together a Small Business Evening, Tuesday, March 24<sup>th</sup> at Borough Hall. The goals of the evening include bringing prospective store owners together with landlords, local banks, and other related professionals, to help promote small business growth and a vibrant downtown for Haddon Heights. More details to follow.
- Paul advised that Council Member Trish Shields will again help in coordinating our Easter Egg Hunt festivities for kids.
- Motion to adjourn 9:20am by Judy, second by Marion, motion carried.

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

To update your contact information, or to add contact information, please contact [John.Colaiani@yesbank.com](mailto:John.Colaiani@yesbank.com) or 856-672-9468.

**NEXT MEETING WEDNESDAY, FEBRUARY 11TH, 8:00 A.M.,**  
**VILLAGE CHEESE SHOP**