

Haddon Heights Business and Professionals Association
Meeting Minutes – Village Cheese Shop
Wednesday, September 10, 2008 8:00 A.M.

Introduction and Attendance

Meeting called to order. President Paul Ciervo (Main Street Realty), presiding. Also in attendance, John Colaianni (Commerce Bank), Frank Lafferty (Haddon Heights Fire Department), Mark Magrino (TBS), Rich Lipko (Barclay Funding Group / Pennoni Associates), Dan White Jr. (Daniel R. White Realtors), Marian Sokol (PNC Bank), Dan Miller (State Farm Insurance), Harry Vincent (Senior Citizen Representative), Art Whittaker (Allied Home Mortgage), George Wise (Wise Jewelers), David Gallara (JD's Grill), Marian Sokol (PNC Bank), Karen Maratea (Florian Agency, Inc.), Bob Cubberla (D&S Model Railroad Club), Vicky Beyerle (Down the Rabbit Hole Gift Shoppe), Judy Adelizzi (Jazzi Java), Toni Verdi (AT&T / Car-Tel), Laura Olt (Main Street Realty), Mark Standring (Citi Smith Barney), Mike Klein (Haddon Heights Post Office), and our very gracious hosts, Ethel & Brett Harrison (Village Cheese Shop).

Secretary's Report

John Colaianni presenting. Minutes from prior meeting summarized. Motion to accept from Harry Vincent second by Dan White Jr., motion carried.

Treasurer's Report

Rich Lipko presenting. 66 paid HHBPA members vs. 72 at this time last year. Balance approximately \$1400 lower than last year. Special thanks to those who have donated to the Fall Festival, including \$500 donation from Jack Merryfield (Window Factory). 2009 Calendar mailing was sent out early September. Motion to accept from Harry Vincent second by Dan White Jr., motion carried.

New Business

- Correspondence received – thank you from Tyler Buckley for Boys State Sponsorship.
- Special thank you to George, Melinda, Art, Cheryl for planting flowers along with Rose Fitzgerald.
- Laura Olt working on HHBPA email mailing list

Parking Spaces. 4 spaces available at a \$100 annual fee, located behind April Robin and John's Friendly Market, for use during the business hours of the particular business applying for the space. Business applicants will go through the HHBPA for initial approval and then will be forwarded on to Chief Kinkler for final approval.

EDC meeting will take place on 09/22/2008 – one topic up for discussion will be ways to improve the appearance of the Atlantic Avenue corridor.

October 4th Fall Festival. Bob Hunter is coordinating food vendors so as not to interfere with existing HHBPA members. Help is needed at 7am the morning of the Festival to help coordinate setups, and corvette parking. 4 blocks of Station Avenue will be closed, posters are up and around town.

Holiday Parade. Art & Laura presenting. November 28, 2008, 6pm. Volunteers are needed as Marshalls at the beginning but also during the parade route, fundraising is needed. Approximately \$5,000 is needed for the event as a whole. Theme is still being discussed.

Halloween & other town events. Judy & Vicky presenting. Events sub-committee has been formed. Volunteers are encouraged and welcome to join, in general or for specific events interest. Also working on 11x17" color trifold advertisement that is planned to be distributed to Haddon Heights, Barrington, and parts of Audubon. Buy local, stay local for shopping needs, is the prevailing theme. Questions we are

trying to answer is “what drives people to town”, how do we get them downtown and shopping downtown ?

Haddon Heights Post Office. Mike Klein presenting. USPS offers bulk mailing permit. \$250 to apply, \$225 to maintain per year. Proposal is that perhaps HHBPA would purchase on behalf of members, would be cost effective and also an incentive HHBPA could offer to members for marketing mailings. Darrin from the USPS business center also on hand to present. Referred us to www.usps.com and www.shipgooder.com for rates and comparisons to various shipping methods and direct mail.

Mayor Scott Alexander. Mayor Alexander presenting proposed idea of “The Heights Report”, a Haddon Heights newspaper. RFP is currently out to revamp the Borough’s website. Major goal is continuing efforts at better communication, reaching the community with news, events, updates and special interest stories. Idea is to run every other month, have 50% advertising to help finance the paper, have town directories, shopping and dining features, public works-police-fire-ambulance news and information, schools reports and stories, business profiles, Mayor’s message, civic groups contact information, volunteer opportunities, etc.

Circulation = 3100 homes. Advanced Market Research LLC is working with the Borough to produce the paper. Contact is via email : editor@simplyforfamilies.com or phone 267-231-3789. Mayor Alexander also passed out a proposed rate sheet for advertising.

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The meeting was adjourned at 9:45 A.M.

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

NEXT MEETING WEDNESDAY, OCTOBER 18TH, 8:00 A.M.,
VILLAGE CHEESE SHOP