

Haddon Heights Business and Professionals Association
Meeting Minutes
Village Cheese Shop, 516 Station Avenue
Wednesday, October 10, 2007, 8:00 A.M.

Introduction and Attendance

Meeting called to order at 8:15 A.M. President Paul Ciervo, presiding. Also in attendance, Cheryl Whittaker (Whitrock Mortgage), Art Whittaker (Whitrock Mortgage), Dan White Jr. (Daniel White Realtors), Frank Lafferty (Haddon Heights Fire Department), Rich Lipko (Pennoni Associates), Mark Standing (Citi Smith Barney), Michael Bartorelli (Michael's Jewelers & Gemologist), Bob Hunter (Haddon Heights Library), Mary Ellen Braidis (Cool Beans Cafe), John Colaianni (Commerce Bank).

Secretary Report

John Colaianni presenting. Minutes from September 12th meeting summarized. Newly elected officers and trustees read. Addition to minutes was recap of presentation by Haddon Heights Teacher Tim Kerns, who was our guest speaker, and directs the HHHS Co-Op Program. Mr. Kerns is seeking local employment for several Co-Op Students during this upcoming school year. Rich Lipko made a motion to approve the minutes. Seconded by Frank Lafferty. All approved, none opposed.

Treasurer's Report

Rich Lipko presenting. Issued a number of checks for Fall Festival, including to newspapers for advertisements. Final report to be presented at next meeting. Current balance of account = \$9,917.34. Rich stated "account in very strong shape". John made a motion to approve the Treasurer's Report. Seconded by Bob Hunter. All approved, none opposed.

Committee Reports

Fall Festival

Bob Hunter and Rich Lipko presenting. Weather cooperated. Chrissy at HH Library is a great asset and works year-round in helping make this event a success. Extra HHBPA helpers in the morning were also a big help in directing traffic (Diane and John). Biggest crowd ever. Thank you letters will be done by Rich, prepared for Paul's signature. Will thank sponsors, and all public works and county helpers. Bob will thank SJ Party Rental and also Irene Bollentino's family, each of whom was very generous with in-kind donations of equipment – use of the stage and the sound system.

Estimated income \$5,800.00. Estimated Expenses \$7,700.00. HHBPA had budgeted \$1,500.00 so we are in the ballpark of being on budget, roughly \$400 over at this time. Bob thinks Paypal receipts will increase the income more than estimated. Rich accounted for it, but again, final numbers will be reported next month.

Holiday Parade

Art Whittaker presenting. Getting jumpstart on planning this year, starting earlier in the calendar. Seeking sponsorships. Public Service coordination essential. Girl Scouts committed to participating. Black Friday = November 23rd for parade. Theme is going to be "Seasons Greetings". Rich advised we have \$1,400.00 budgeted and of that, \$1,000.00 is targeted to carriage rides. Discussed how we can certainly afford to increase spending on the event.

Paul advised Finley the Riversharks' mascot, Phillie Phanatic mascot, Monkey Joe, and the National Guard are making appearances as well. Cheryl is hard at work preparing the letter to go to the schools and community, needs some more particulars from the HHBPA to finalize it.

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Street lighting and also tree lighting were discussed. Nothing decided one way or another. It was determined that Public Works has the holiday wreaths from last year. Cheryl will follow up with another Cheryl, this one from the Decorations-Centennial-Activities Committees, asking about lights in town. Paul will investigate how Collingswood installs and how much they pay for their lights.

Discussion led to possible sponsorships, and possibly a Holiday Calendar single-page or tri-fold type of document to be distributed to merchants, schools, residents, etc. to spread the word about Holiday Parade, House Tour, Carriage Rides, etc. in the downtown. Dan White Jr. to research costs, graphic design, etc. by October 24th. Suggestions to Dan include seeking out Penny Press in Audubon and also Joe Orlando in Haddon Heights. HHBPA member companies will be able to advertise and these revenues will offset the expense and ideally will add to our overall Holiday budget.

Mary Ellen's husband is a Mummer, and has a small group of 6 performers who would like to volunteer to participate in the Parade. The group was very much in favor of having them join the fun. After some conversation it was determined we will once again donate the proceeds of pretzel and water sales to the Haddon Heights Good Neighbors. All were in agreement in an informal voice vote.

Also discussed adding an HHBPA component to local food drives. Rich mentioned the Methodist Church has a big drive. Also the USPS collects canned goods for the Salvation Army. Mark Standing advised he is a Cub Scout Den Leader, and will reach out to them to get their involvement in parade and perhaps serve in capacity as canned good gatherers as they marched in the parade.

Old Business Items

The HHBPA Corporate Registration. Some debate as to the requirement of renewing it each year. (This item not discussed at October meeting. Add to November agenda).

New Business Items

(1) New by-laws updated on website. Visit <http://www.haddonheights.biz/index.html>

Rich pointed out a potential problem with non-residents maintaining HHBPA membership. Rich will draft a resolution that we will review and potentially use to amend our by-laws. Will revisit in November.

(2) Paul began discussion of updating banners in town as a potential beautification and also source of advertising income. Rich and Pennoni working on 2nd phase of streetscapes project in town. Bob raised idea of a Kings Highway sign in the county park, welcoming drivers (and potential shoppers !) to Haddon Heights.

(3) Paul raised possible new discussion topic of varying the HHBPA meeting times and/or locations. During a quick discussion, the consensus was that we will get a core group at all meetings and that breakfasts and lunches work better than dinner meetings as nights are harder to coordinate. We will look to have a nighttime networking event in 2008 like the successful one at Kunkel's this past year.

Frank made a motion to adjourn at 9:30 A.M. and multiple seconds still echoed as the motion was approved, none opposed.

NEXT MEETING NOVEMBER 14TH, 8:00 A.M. VILLAGE CHEESE SHOP