

**Haddon Heights Business and Professionals Association**  
**Meeting Minutes – Village Cheese Shop**  
**Wednesday, October 15, 2008 8:00 A.M.**

**Introduction and Attendance**

Meeting called to order. Bob Hunter (Haddon Heights Public Library) Presiding, due to absence of President Paul Ciervo (Main Street Realty). Also in attendance, John Colaianni (Commerce Bank), Rich Lipko (Barclay Funding Group / Pennoni Associates), Judy Adelizzi (Jazzi Java), Dan White Jr. (Daniel R. White Realtors), Peter Kaczorowski (PNC Bank), Art Whittaker (Allied Home Mortgage), Bob Cubberley (D&S Model RR Club), Dan Replogle (Law Offices of Daniel Replogle), Tim Daly (Haddon Heights Fire Department), Laura Olt (Main Street Realty), Guest Speakers Alison Hastings and Karen Ciruso (Delaware Valley Regional Planning Commission) 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 Rich Lipko second by Dan Replogle, motion carried.

**Treasurer's Report**

Rich Lipko presenting. 66 paid HHBPA members. Balance on October 14<sup>th</sup> is \$10,319.67 and includes \$37.00 cash on hand, \$4,165.00 in 2009 calendar income, and \$275.00 in donations for Halloween and/or Christmas. Special donors to the Fall Festival were : The Window Factory (\$500), TBS Services (\$300), and Commerce Bank (\$300). Thank you to all of our sponsors and volunteers. Motion to accept from John Colaianni second by Bob Hunter, motion carried.

**Old Business**

- Fall Festival review – Bob Hunter / Rich Lipko presenting. Better overall than last year, despite having a few less crafters present. We set aside additional Atlantic Avenue space for additional Corvettes, as the Corvette Club had increased its membership and invitations in the past year, but in fact fewer Corvettes showed up. Nevertheless a great time was had by all and the HHBPA deficit to sponsor the event was only \$600 as opposed to \$1700 in 2007. Should be noted that the HHBPA provides support to the Fall Festival as a community service, and does not view the event as a money maker, so a certain deficit is indeed expected. Of course we try to put on a great festival while keeping costs contained.
- The Beer Garden did not do as well as in 2007 at Fall Festival. Also, the Railroad reported decreased attendance based on 2007 turnout.

**New Business**

- Street Poles. Rich Lipko presenting. The Borough is paying EDC funds for the installation of street pole foundations, location across the Avenue in front of PNC Bank.
- Halloween Parade – Laura Olt and Judy Adelizzi presenting. Need to work through issue with Borough insurance for vendors. Scarecrows for downtown decorating. Collection spot is Jazzi Java for Saturday October 18<sup>th</sup>, 12pm-3pm.
- Additionally, with regards to parades and events, Judy is kicking around ideas to expand our current events and how to drive more customers and shoppers into our downtown and shopping districts.
- This relates to Holiday season as well, as the carriage rides, tree lighting, carolers, etc. can help to drive a lot of folks downtown. Carriage rides are scheduled for 12/12/08 and 12/19/08 (Friday nights).
- Generous offer from the Railroad (Bob Cubberley) to use their space as a staging area and also for use of the restrooms during holiday nights downtown.

- Reminder from Rich Lipko regarding the 2009 Town Calendar – deadline is November 3rd ! Please get your ads and money in asap !
- Classic Towns designation for Haddon Heights. Overall marketing strategy to try to raise awareness of select towns nominated and awarded this designation. Visit [www.classictowns.org](http://www.classictowns.org) Some of the benefits include multi-level and multi-state advertising done by the DVRPC, some of which will be on [www.philly.com](http://www.philly.com) , [www.nj.com](http://www.nj.com), and [www.baltimore.com](http://www.baltimore.com)
- Businesses in Haddon Heights are being offered FREE advertising on the websites pages for the next 3 months – please log on and/or refer to Karen 215-238-2876 or Alison 215-238-2929 for assistance. There is also an online toolkit that has the Classic Towns logo that we can use.
- Karen and Alison advise that the Haddon Heights pages on the website (6 pages in all for HH !) have received the most hits of any of the other towns.
- Discussion of perhaps using the Classic Towns designation on the cover of the 2009 Town Calendar.
- Proposal from Rich Lipko to have the HHBPA create and pay for signage for the Station Avenue / White Horse Pike corner to announce the Classic Towns designation.

In a bit of sad news, Rich advised that longtime HHBPA member Jeff Banasz passed away and made a proposal that we send a \$75 donation on behalf of the HHBPA to Jeff's requested Rotary Scholarship fund. The motion passed unanimously. Rich will also be sending along a sympathy card.

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The meeting was adjourned at 9:15 A.M.

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

**NEXT MEETING WEDNESDAY, NOVEMBER 12TH, 8:00  
A.M., VILLAGE CHEESE SHOP**