

Haddon Heights Business and Professionals Association
Meeting Minutes
Village Cheese Shop, 516 Station Avenue
Wednesday, November 14, 2007, 8:00 A.M.

Introduction and Attendance

Meeting called to order at 8:10 A.M. President Paul Ciervo (Main Street Realty), presiding. Also in attendance, Cheryl Whittaker (Whitrock Mortgage), Art Whittaker (Whitrock Mortgage), Dan White Jr. (Daniel White Realtors), Rich Lipko (Pennoni Associates / Mid Atlantic Capital), Sheila Myers (Sheila E's Dance & Fitness Center), John Myers (Sheila E's Dance & Fitness Center), Mary Ellen Braidis (Cool Beans Cafe), John Colaianni (Commerce Bank), Diane Ordile (Lite-n-Up), Laura Olt (Main Street Realty), Kalli Weatherby (Acting Haddon Heights Postmaster), Erin Lewis (DiCiccio Design & Renovation), Harry Vincent (Senior Citizen Representative), Jeannie Marcucci (Green Jean Gardens), Daniel Replogle (Daniel L. Replogle III, Esquire), Gloria Evans (Z-Coil Footwear), and Brett & Ethel Harrison, our generous and gracious hosts at Village Cheese Shop.

Secretary Report

John Colaianni presenting. Minutes from October 10th meeting summarized. One correction, Brett & Ethel Harrison of the Village Cheese Shop were present at the prior meeting, sorry for the omission. Rich Lipko made a motion to approve the minutes. Seconded by Daniel Replogle. All approved, none opposed.

Treasurer's Report

Rich Lipko presenting. Prior balance of account = \$9,917.34. Current balance of account = \$10,208.36. One new member to report, Anthony's Restaurant. Thank you to Bob Hunter for assistance in bringing Anthony's aboard. No final report yet on Fall Festival, still reconciling PayPal. Regarding the calendar, we can anticipate earning approximately \$3,000 profit this year. Completely sold out and has been taken to the printer. Income so far is \$8465, amount still owed \$2290. Deposit for the printing costs has been made.

Rich mentioned that HHBPA dues are remaining \$75 for the upcoming year, and will be due in January 2008. Also stated that those paying now, this late in the calendar year, will be credited for 2008. John made a motion to approve the Treasurer's Report. Seconded by Mary Ellen. All approved, none opposed.

Committee Reports

Holiday Parade & Holiday Calendar

Cheryl & Art Whittaker, and Dan White Jr. presenting. Theme is "Spirit of the Holidays". Some of the groups / guests in attendance will be : New Jersey National Guard with their Hummer, marching band, color guard, cheerleaders, Corvette Club, Phillie Phanatic, Finley mascot from the Camden Riversharks, John the Human Bowling Pin (10 feet tall !), the DARE Car, Ron Shute's Harley Group, Snoopy and the Mummies Group (thank you Mary Ellen), Monkey Joe, the Ambulance Association's new SUV, Boy Scouts will be collecting canned goods for food donations, and also, we hope, handing out our HHBPA Holiday Calendars, which Dan White Jr. is printing extra copies of for this purpose.

Rich will assist Art, and also Jeannie, into seeing if we can get choirs in town, such as St. Rose's Church Choir, and/or the HHHS Choir, or singing groups, to perform during downtown shopping hours to help attract and keep shoppers and townspeople entertained during holiday season.

HHBPA Meeting Minutes – 11/14/2007 – Page Two – Holiday Parade continued

Our 16' banner will be going up on Borough Hall on Wednesday November 14th. We will again have free hot cocoa and pictures with Santa, while the bottled water sale proceeds will again be donated to the Haddon Heights Good Neighbors organization.

The parade will be a bit longer this year, from 4th-9th Avenues (previously 4th-7th). Rope lights are going up presently, unplugged, and will be plugged in by Tuesday November 20th, when the Borough puts up the wreaths. Cheryl has prepared the rope lights, 900' of them, into 30' lengths. Paul advised we are planning on decorating 27 poles. Also, Paul thanked the Fire Department for repairing the Holiday Star this year.

Rich advised he will reach out to our HHBPA Member Nassau Electric and Ted Kitchmire, to see about fixing the electrical outlet(s) around the Railroad tracks. Per Conrail this needs to be addressed.

Paul advised we have taken out a ¾ page advertisement in the Retrospect, and also that the Haddon Herald is running a big story on the holiday parade.

Parade Volunteers to help at the parade lineup are to arrive please at the Baptist Church at 5:15-5:30 PM on (Black) Friday November 23rd. Please contact Art Whittaker if you can help.

Please note and spread the word : there will be no street parking on Station Avenue after 530PM on (Black) Friday November 23rd to accommodate the parade.

Lights and decorating Voluneers to help finish the downtown lighting are to arrive 9AM on Saturday November 17th at Whitrock Mortgage. Please contact Art Whittaker if you can help.

Banner Poles

Rich Lipko presenting. Pennoni Associates still doing work on HH Streetscapes Project. Rich researched past work. In about 1990, Billows Electric donated 2 poles that were, unfortunately, made of aluminum and bent due to high winds and became unsafe. Foundations for these poles are still there. Pennoni donated their services for this initial work. Rich will follow up with Jeff Young of Young Concrete in town, who has been very generous towards town with services rendered, and report back to us next month.

Fundraising Committee

Paul raised the idea of having a fundraising committee within the HHBPA. John, Erin, Laura and Paul will explore this idea. We will also reach out to Mrs. Cortese (sp?) for her potential guidance and participation.

Town Calendar

Continuation of Rich Lipko's presentation. Village Playbox scenes is the featured theme on the front cover. Completely sold out the advertising for the calendar this year. Should begin to be delivered the 2nd weekend in December, thanks to the efforts once again of the Schmidt family. The Borough donated \$550 to the calendar this year, and the HH Fire Department took out ads for \$450. Total contribution of \$1,000 noted and HHBPA is grateful for such support.

Sidewalk Sale

Some discussion was given to the old tradition of a Renaissance Fair, which has not occurred in at least 7-8 years. Focus was given to a "sidewalk sale" type of idea, something targeting the late spring / early summer time frame. Would be great for merchants and stores in town, as there aren't too many

festivals, fairs, etc. drawing crowds that time of year. HHBPA will explore in more details after holiday season.

Miscellaneous

Paul commended Art and Cheryl and Dan for all their work on the parade and holiday calendar. The entire group gave Rich a round of applause (and Paul mentioned Rich's recent celebrity in the newspapers) congratulating him on his recent retirement.

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Dan Replogle made a motion to adjourn at 9:00 A.M. with multiple seconds, motion was approved, none opposed.

NEXT MEETING DECEMBER 12TH, 8:00 A.M. VILLAGE CHEESE SHOP