

Haddon Heights Business and Professionals Association
Meeting Minutes – Village Chesse Shop
Wednesday, December 9th, 2009 8:00a.m.

Introduction and Attendance

Meeting called to order at 8:05 a.m. Paul Ciervo (Main Street Realty) presiding. Also in attendance Cindy Romanelli (Freshest Flowers), Laura Olt, (Main Street Realty), Richard Lipko (Penoni/Barclay Mortgage), Rich Kinkler (Haddon Heights Police Department), George Wise (Wise Jewelers), Barry Wendt (Barry Wendt Law Office), Eric Regalbutto (Emmy's on the Avenue) and our very gracious hosts, Ethel & Brett Harrison (Village Cheese Shop).

Secretary's Report

No minutes were presented.

Treasurer's Report

Rich Lipko presenting. Balance on 12/9/09, is \$9,638.72. We have a total membership of 56. The preliminary expenses for the holiday parade, the lights on Station Ave, and the carriage rides are \$2,728.00 for which the borough has agreed to give us \$1,500. Also, we have sold all the ads for the calendar and expect a profit of \$2,500. Laura Olt made a motion to accept the Treasurer's report, Cindy Romanelli seconded, motion carried.

Christmas Parade

- There was a brief discussion about the parade. It was agreed that it was very successful. It was also commended that we only spent \$1,200. We will again try and expand the parade next year and try to keep costs down. There was also some discussion about the parade participants throwing candy and footballs out during the parade. There was concern that children were running out to get them, and that their safety may have been threatened. It will be addressed next year. Thanks to all who helped coordinate the parade!!!
- We have extra lights left, so we will put them on the light poles in the 700 block of Station Avenue, Decmeber 12th. (Late addition – it was too cold to put the lights up, so it is unclear if we will get to them)

Fund Raising

- It was decided that in lieu of having a beef and beer this year, we will try a bowling fund raiser, February 26th. We are in contact with Baker Lanes and have not yet decided on the particulars. In any event, we will be selling tickets, which will entitle guests to so many hours of bowling and food. Guests can bring their own alcohol. More details will be distributed as we firm things up. As always, if you can assist, please contact Paul Ciervo at Main Street Realty 856-547-5678.

Miscellaeous Items

- There was some discussion about how we can use our resources to help promote the businesses in town better. It was suggested that we try and use the signage posts on the Pike to advertise the businesses. We could sell a sign for XYZ dollars, and the purchaser would be entitled to say a week of advertising. Some thought that the owners of the

property would not be so kind to let us do that especially if it was to compete with their own business. The subject was tabled for now.

- There also was some discussion that as the association, we would take out an ad in the Heights Reporter, sponsored by the association and business could advertise on that page. We would also feature a larger ad in the center, much like the “featured business” in the paper itself. The ads will only be offered to those fully paid members. Cindy Romanelli and Laura Olt will start working on it in the new year.
- Paul encouraged businesses to stay open later in December, and that we would put the candle bags out during the carriage rides.
- It was also discussed that there wasn’t much to the tree lighting this year, and that maybe we should plan something special for next year. No plans were decided, and we will re-address next year.
- Eric Regalbuto was introduced as a new business in town, with his business is Emmy’s on the Avenue. With that, we discussed again about having a ribbon cutting for new business. It was decided that we should start in the new year, and we will have a joint ceremony for all the new business that have recently come to town. We will approach Marie Holcomb about helping to coordinate. This will be addressed again in January.

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Motion to adjourn meeting by Laura Olt, seconded by George Wise, motion carried. Meeting adjourned at 8:55.

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

To update your contact information, or to add contact information, please contact Laura Olt at 609-828-2035 or olaura59@verizon.net

**NEXT MEETING WEDNESDAY, JANUARY 13, 8:00 AM
VILLAGE CHEESE SHOP**