

GENERAL MEMBERSHIP MEETING MINUTES Wednesday, April 21, 2021 – 12:00 p.m. | Virtual Meeting

Attendees (27): Rita Bulk, Moorestown Living Magazine; Marybeth Caracci, South Jersey Driving School; Candace Coleman (MBA Board, Secretary), MoorArts; Craig Dennin (MBA Board, Vice President), Moorestown Auto Body; Suzanne Dunn, Intown Auto Care; Jacqueline Farmer, West Jersey Music Academy; Irene French, Heritage Accounting; LuAnn Gately, Advocare Pediatrics; John Gerber, Manhattan Bagel; Nicole Gillespie, Moorestown Town Council; Kathy Hiltner (MBA Board, President), Liberty Bell Bank; Joe Hirsh, The Burn Group; Tamara Johns, CarePatrol; Adriana Loughnane, WSFS Bank; Andrew Mackerer, Law Offices of Andrew Mackerer; Charles McCullough, McCullough MAI CPA; Annette McGuire, Customer Diagnostics; Alinda Morrison; Melissa Palfy, Liberty Mutual Insurance; Steven Paziienza, Paziienza & Softly Business Ventures; Amanda Phillips, The Sun Newspaper; Tom Sheckels, Sheckels Creation Photography; George Softly, ASP Pool Co.; Nicole Stio, The Cleaning Authority; Dennis Talty, Talty Law; Debbie Tedesco, The Evergreens; Noam Yalon (MBA Board, Treasurer), 941 Payroll & Timekeeping.

Call to Order: President Kathy Hiltner called the meeting to order at 12:03 p.m.

Minutes: Craig Dennin made a motion, seconded by Nicole Gillespie, to approve the minutes from the 3/21/2021 General Membership Meeting. The motion carried.

Welcome: MBA President Kathy Hiltner welcomed guests and thanked all MBA Diamond and Platinum level sponsors.

Announcements: MBA Board Members

- **Membership Renewals and Directory:** Candace Coleman reported that the printed directory is in the printing process and should be mailed out next week.
- **Software Update:** Noam Yalon reported that he and Julia Applegate have completed their training on the new system, and it should go live before the next membership meeting. The system will make membership and event registration much smoother and user-friendly.
- **Sponsorships:** Craig Dennin reported that there are sponsorship opportunities for the events that the MBA plans to hold this year: The End of Summer Block Party (food truck event) in August, Autumn in Moorestown and the Halloween Parade in October, and Candlelight Stroll in December. He also announced options to sponsor membership meetings.
- **Events:** Kathy Hiltner called on attendees to volunteer at the upcoming MBA events. She reminded the group that volunteering is a great networking opportunity crucial to producing successful events. The board would welcome any level of participation. Ms. Hiltner also announced that the MBA would be conducting a social media campaign to promote Moorestown restaurants and food outlets in May.

Town Council Update: Mayor Nicole Gillespie

Mayor Gillespie provided current information about several topics:

- **New Community Events Ordinance:** Council has eliminated the requirement for vendors to secure permits to participate in township events. Vendors will still need to fill out applications with the township and apply for health and fire permits, but the elimination of the ordinance will make the process much smoother for the vendors and event organizers. Also under consideration is a proposal for standard rates for police assistance at events.
- **Liquor Licenses:** Two licenses are available for Moorestown to sell to package stores. These fit into existing zoning restrictions and the stores will be allowed in the business and warehouse districts. Council is reviewing

pricing of the licenses.

- Micro-breweries and wineries: Long suggested by many parties, Council's next meeting will include discussion about where this type of business should be located.
- Town Manager: People in charge of the selection process have narrowed their search to two candidates.
- The Township will be updating its noise ordinance, more details to follow.
- Percheron Park: Council is in favor of moving forward with finalizing the proposal to complete this long-awaited project.

Program:

"Thinking about Buying a Franchise? Do You Know What Questions to Ask?" presented by Steven Pazienza, President, Pazienza & Softly Business Ventures LLC

Mr. Pazienza relayed his journey as an entrepreneur and franchise owner. He explained the many pitfalls of purchasing franchises and noted that too many buyers resorted to the "Ready, Shoot, Aim" approach with negative repercussions. He suggested that prospective buyers should consider:

- Impact on family
- Personal skills assessment
- Level of self-motivation
- Where to find a marketplace void
- Using all available educational resources
- The changing market
- Shifting government regulations
- Insurance costs
- Barriers to entry
- How much it will cost to start and keep running until you can turn a profit

Mr. Pazienza noted that people who sell franchises don't profile buyers to assess viability. That is up to the purchaser, and they should do extensive research before making the acquisition.

Alinda Morrison made a motion, seconded by Tamara Johns to adjourn the meeting at 1:10. The motion carried.

Respectfully submitted by Candace Coleman, Board Secretary