The Dunellen Arts and Culture Commission led the Prospect Avenue railing painting project which engaged eighteen neighborhood children, ages 2-16, in creating a vision and then painting artwork on the railings.
Survey Design
On behalf of the Dunellen Arts and Culture Commission, Julie Grof and Autumn Barbato created the 2017 Dunellen Community Survey to capture meaningful data for three main purposes:

- Gather general information about community members’ perspectives on arts and culture in our community;
- Capture preferences and interests in activities, events and programs; and
- Collect data to help DACC meet the needs of potential patrons and audiences.

Input which influenced the final survey questions was collected from DACC commissioners, the Honorable Mayor Seader, Councilman Jason Cilento, former Councilman Kevin Bachorick and a select group of “test” survey takers.

Distribution Methods
Time Frame: The survey was released on October 8, 2017 at HarvestFest and was originally set to close on December 1, 2017. The deadline was extended until December 31, 2017. Given the online survey remained available to the public, responses were gathered until January 25, 2018 as data was still being inputted until that time. Below is the breakdown showing when online survey responses were submitted:

- 131 online responses were received by 12/1/17 (original close date);
- 49 online responses were received between 12/2 and 12/31/17 (extended close date); and
- 11 online responses were received between 1/1 and 1/25/18 (final data input date).

Location: The survey was distributed at the following locations and events and was posted online in a print version and a paperless online version. Flyers about the survey were posted in Dunellen bus shelters, in laundromats and at Borough Hall. Random community organizations, houses of worship and businesses were invited to share the survey with their participants/members/customers. A select few accepted and are listed below.

- Melanie’s Hair Salon, via Melanie
- Ponti’s Petals
- Dunellen Public Library, via Jazz
- Dunellen Borough Hall, via Bill Robins
- Senior Center, via Tom Davis
- Online
- St. John The Evangelist Church, via Father Jay Siceloff
- St. Francis’ Church, via Rev. Jack Zamboni
- Recreation Department - 2 email blasts
- Dunellen 411 Facebook posts, via Heidi Heleniak
- Board of Education email blast to staff, via Superintendent Gene Mosley
- Lincoln Middle School 6, 7 & 8 graders, via Mr. Alberto Ruiz (6th grade civics teacher)
- HarvestFest, via DACC
- Founders’ Day, via DACC
- Maggie Murray’s Pub House, via Peg Lockwood

Outcome
DACC received a total of 502 survey responses, the breakdowns of which are listed in Tables 1 & 2.

Table 1: Breakdown of Survey Responses

<table>
<thead>
<tr>
<th>Number of Survey Responses</th>
<th>Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>274</td>
<td>General Community</td>
</tr>
<tr>
<td>228</td>
<td>Lincoln Middle School, 6-8th graders</td>
</tr>
<tr>
<td>502</td>
<td>Total Surveys Collected</td>
</tr>
</tbody>
</table>

Table 2: Breakdown of Survey Responses from the General Community

<table>
<thead>
<tr>
<th>Number of Survey Responses</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>HarvestFest on October 8, 2017</td>
</tr>
<tr>
<td>5</td>
<td>Councilman Jason Cilento</td>
</tr>
<tr>
<td>5</td>
<td>Founders’ Day on October 28, 2017</td>
</tr>
<tr>
<td>13</td>
<td>Dunellen Recreation Department</td>
</tr>
<tr>
<td>7</td>
<td>Dunellen Public Library</td>
</tr>
<tr>
<td>27</td>
<td>Maggie Murray’s Pub House</td>
</tr>
<tr>
<td>2</td>
<td>Lincoln Middle School</td>
</tr>
<tr>
<td>191</td>
<td>Online survey</td>
</tr>
<tr>
<td>274</td>
<td>Total “General Community” Surveys Collected</td>
</tr>
</tbody>
</table>

Level of Confidence: According to Survey Monkey’s Sample Size Calculator, utilizing the 2016 5-Year American Community Survey Dunellen population of 7,355 persons and a sample size of 274 (figure does not include surveys from Lincoln Middle School) at a 95% confidence level, there will be a 6% margin of error. (Source: https://www.surveymonkey.com/mp/sample-size-calculator/?ut_source=help_center.)

Following is a description of what that means:

For example, if the researcher used a margin of error of 6 and 60% of the participants in the survey sample answered “Would recommend to friends,” he could be sure that between 54% and 66% of the members of the entire target population would also say “Would recommend to friends” when asked the same question. The margin of error, in this case, is +/-6. (Source: https://www.thebalance.com/surveys-research-confidence-intervals-2297097.)

The reader should note a few caveats with the methodology of this survey. First, the survey design and analysis was limited to the expertise of the Commissioners and not performed by experts in the field. Second, when calculating the level of confidence and margin of error, using a sample size of 7,355 persons is not entirely accurate. While the 2016 population size of Dunellen is 7,355, the population of 9 years and under consists of approximately 1,000 persons who most likely would not take this survey. However, Dunellen’s community is not defined by the Borough’s municipal boundaries and shoppers, employees, and visitors may have participated in the survey.
2017 DUNELLEN Community Survey

1 The survey received a total of 502 responses from 2 groups:

**GEN(ERAL) RESPONDENTS** This survey was administered to the general community at community events, online, library, churches, local employees, local businesses, etc.; received 274 responses.

**LMS RESPONDENTS** The survey was administered to grades 6-8 at Lincoln Middle School, which is the only public middle school in the borough; received 228 responses.

The survey results for both groups were analyzed separately but presented together for comparison.

2 **WHAT DOES THIS MEAN?**

<table>
<thead>
<tr>
<th>Weekends</th>
<th>Weekdays</th>
<th>Evenings</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>55%</td>
<td>61%</td>
</tr>
</tbody>
</table>

**Visiting Downtown Dunellen**

More **Gen Respondents** visit Downtown Dunellen, which was an undefined area in the survey, on **weekends** (63%) and **weekdays** (61%), as opposed to **evenings** (49%).

The results were similar for the **LMS Respondents**, 55%, 49% and 29%, respectively.

*Note: Blue text indicates responses from Gen Respondents. Red text indicates responses from LMS Respondents.*

3 **Demand for Retailers & Services**

There was great demand by **Gen Respondents** for retailers/services offering meeting and gathering places (café @ 60%, **book store** @ 34%, brewery @ 29%); and **LMS Respondents** desired **family fun** (64%) and a **pet store** (46%).

Retailers/services catering to a more arts and cultural customer-base were less in-demand by **Gen Respondents**: museums (14%), music store (14%), art gallery (11%), incubator spaces (11%), glass blowing workshop (9%), garden specialties (8%), fabric/sewing store (5%) and jeweler (5%). **LMS Respondents** revealed a similar sentiment, except for music store which had a 28% demand.

**Cafe:** 60% | 41%

**Pet Shop:** 16% | 46%
4 Amenities
Again, Gen Respondents desired amenities that offer meeting & gathering spaces – benches & seating (35%) and more outdoor dining options (32%). The two greatest desires of LMS Responders were a dog park (51%) and bicycle lanes & bicycle racks (40%).

Four amenities that received noticeable response rates from both groups were: safer crosswalks, Gen Responders @ 19% and LMS Responders @ 26%; improved streetscaping, 30% and 25%, respectively; improved lighting around the train station, 25% and 12%; and drive through mailbox, 24% and 9%. Amenities catering to a more arts and cultural base were less in demand by Gen Respondents: open air market @ 21%, public art @ 21%, mini-amphitheater @15%, take back the streets @ 9% and painted streets @ 7%.

5 What attracts you to Dunellen?
A majority of Gen Respondents (77%) and LMS Responders (61%) stated that the “small town atmosphere” is what attracts them to Dunellen. Dunellen’s second best asset as noted by Gen Responders is access to train and bus (43%) while LMS Responders chose schools (47%).

MOST DESIRED AMENITIES
*** by Gen Respondents ***
• Benches & seating (35%)
• More outdoor dining (32%)

SMALL TOWN ATMOSPHERE
77% of Gen Respondents love this about Dunellen | 61% of LMS Respondents love this about Dunellen

MOST DESIRED AMENITIES
*** by LMS Respondents ***
Dog park (51%)
Bicycle lanes & bike racks (40%)
Lifestyle Influences

Responses for this category were fairly evenly split over numerous categories, with the top two being *outdoors/recreation* (38%) and *education and learning* (37%) for *Gen Responders*. The other popular responses were: community involvement (28%), music (24%), travel and adventure (24%), animals and pets (22%), nature/environment (22%), healthy foods and fitness (19%) and home and gardening (18%). For *LMS Responders*, the top three are animals and pets (50%), music (40%), and gaming (39%).

<table>
<thead>
<tr>
<th>Lifestyle Influences</th>
<th>GEN Respondents</th>
<th>LMS Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoors/recreation</td>
<td>38% 🔧</td>
<td>18%</td>
</tr>
<tr>
<td>Education and learning</td>
<td>37% 🔧</td>
<td>33%</td>
</tr>
<tr>
<td>Community involvement</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Music</td>
<td>24%</td>
<td>40% ★</td>
</tr>
<tr>
<td>Travel and adventure</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Animals and pets</td>
<td>22%</td>
<td>50% ★</td>
</tr>
<tr>
<td>Nature/environment</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Healthy foods and fitness</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Home and gardening</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Culinary arts</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Religion</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Literary</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Technology</td>
<td>7%</td>
<td>33%</td>
</tr>
<tr>
<td>Gaming</td>
<td>6%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Influences in everyday life varied greatly; the community has a diverse set of interests.

★ A blue star indicates categories which received the largest responses from *Gen Respondents*. ★ A red star indicates categories which received the largest responses from *LMS Respondents*. 
### 2017 DUNELLEN Community Survey

#### 7 Activities

**Gen Respondents** most enjoy attending **live music events** (41%) and **street fairs** (39%), with **farmers markets** (34%) and **kids/family events** (32%) trailing not far behind. **LMS Respondents** enjoy **street fairs** (38%), **sporting events** (33%) and **dog/pet events** (31%). Arts and culture slanted activities were less desired by **Gen Respondents**, except for craft fairs (26%) and performing arts (26%). Following is a list of arts and cultural-type activities, which were selected by less than 20% of **Gen Respondents**: cultural festivals (18%), art fairs/exhibits (12%), museums (11%), arts education activities (9%), garden/nature activities (7%), walking tours (6%), visual arts (4%), book clubs (2%) and poetry/literary events (2%).

The 6 most popular arts and cultural activities are:

- **Blue star** indicates categories which received the largest responses from **Gen Respondents**.
- **Red star** indicates categories which received the largest responses from **LMS Respondents**.

- **Music Events**
  - **41%** (Gen)
  - **18%** (LMS)

- **Street Fairs**
  - **39%** (Gen)
  - **38%** (LMS)

- **Farmers Markets**
  - **34%** (Gen)
  - **7%** (LMS)

- **Kids/Family Events**
  - **32%** (Gen)
  - **35%** (LMS)

- **Dog or Pet Events**
  - **9%** (Gen)
  - **31%** (LMS)

- **Sporting Events**
  - **19%** (Gen)
  - **33%** (LMS)
2017 DUNELLEN Community Survey

8 Causes to Attend Arts and Cultural Activities More Often

The majority of Gen Responders noted more information about events (59%) and more interesting or relevant events (55%) would cause them to attend arts and cultural events more often. Results were similar by LMS Responders at 41% and 48%, respectively.

Respondents want:
- More info about events (59% | 41%) &
- More interesting or relevant events (55% | 48%)

9 Communication

Facebook (64%), community print publications (57%) and email blasts (52%) were the most popular forms of desired communication by Gen Responders. Instagram (53%) was the most popular form of communication by LMS Responders, followed by mail (31%) and email blasts (26%).

57% of Gen Responders feel they are not well informed about matters and news regarding Borough government and organizations.
What to Invest In Financially

You can learn a lot by asking people where they are willing to spend money. While there was no dedicated funding stream (e.g. taxes, donations, grants, etc.) attached to this survey question, DACC asked where funds should be invested for Dunellen’s arts and cultural efforts. Gen Responders selected festivals and community events (53%) and youth programs (51%) as efforts which should receive priority consideration for financial support. LMS Responders echoed these results with 50% and 33%, respectively. Notably, the third most selected activity by Gen Responders was performing arts organizations at 17%, although it received less than half the votes than the top two options.

55% of Gen Responders say networking opportunities for artists and art enthusiasts are important.
Forms of Transportation

Significant differences were shown with transportation modes between the Gen Responders and the LMS Responders in the following categories: pedestrian, NJ TRANSIT train, bicycle and skateboard/scooter. More (24% and 40% more, respectively) Gen Responders traveled via pedestrian and train modes. More (29% and 24%, respectively) LMS Responders traveled via bicycle and skateboard/scooter modes. While automobile travel was dominant in both groups, results show the need for adequate and safe circulation networks for non-automobile transportation modes.

While efforts were made to reach out to the train and bus users through the posting of flyers, the survey results show that minimal feedback from those riders was received. Future efforts for feedback should incorporate a more effective outreach campaign to the train and bus users in the Dunellen’s community.

<table>
<thead>
<tr>
<th>FORMS OF TRANSPORTATION</th>
<th>GEN RESPONDENTS</th>
<th>LMS RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobile</td>
<td>91%</td>
<td>76%</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>67%</td>
<td>43%</td>
</tr>
<tr>
<td>NJ TRANSIT train</td>
<td>50%</td>
<td>11%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>31%</td>
<td>60%</td>
</tr>
<tr>
<td>Taxi/Uber/Lyft</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>NJ TRANSIT bus</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Skateboard</td>
<td>4%</td>
<td>28%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

A blue star indicates categories which received the largest responses from Gen Respondents.
A red star indicates categories which received the largest responses from LMS Respondents.

62% of Gen Responders & 92% of LMS Responders noted TRAIN use of only 0 to 3 times per year AND 92% of Gen Responders & 91% of LMS Responders noted BUS use of only 0 to 3 times per year.

Future efforts for community feedback should incorporate a more effective outreach campaign to the train and bus users in the Dunellen.
A Little Bit About the Respondents Themselves

Most Gen Responders were between ages 20 and 49 (60%). The second greatest response came from ages 55 and over (27%). LMS Responders were ages 19 and younger.

Irish (21%) and Italian (18%) consisted of the largest backgrounds of Gen Responders; Hispanic/Latino (49%) and Irish (17%) and Italian (17%) consisted of the largest backgrounds of LMS Responders.

Fifty percent of the Gen Responders had families with children living at home; 29% were adults without children, or with no children living at home. Senior citizens comprised 12% of Gen Responders, teenagers comprised 5%. 81% were Dunellen residents, 13% were members of a Dunellen organization and 12% were shoppers in town.

<table>
<thead>
<tr>
<th>Gen Responders</th>
<th>Ethnicity/Race (as per the 2016 ACS*)</th>
<th>LMS Responders</th>
</tr>
</thead>
<tbody>
<tr>
<td>21% Irish</td>
<td>17% Irish</td>
<td></td>
</tr>
<tr>
<td>18% Italian</td>
<td>17% Italian</td>
<td></td>
</tr>
<tr>
<td>15% German</td>
<td>11% German</td>
<td></td>
</tr>
<tr>
<td>9% Polish</td>
<td>8% Polish</td>
<td></td>
</tr>
<tr>
<td>3% African American</td>
<td>12% African American</td>
<td></td>
</tr>
<tr>
<td>3% Asian</td>
<td>6% Asian</td>
<td></td>
</tr>
<tr>
<td>16% Other</td>
<td>12% Other</td>
<td></td>
</tr>
<tr>
<td>8% Hispanic/Latino</td>
<td>49% Hispanic/Latino</td>
<td></td>
</tr>
</tbody>
</table>


Based on the Gen Responders data from the demographic questions:

- 50% had families with children
- 29% were adults with no children, or no children living at home
- 12% were Senior Citizens

16% of Gen Responders consider themselves artists;
39% of LMS Respondents consider themselves artists.
TOP 10 MOST FREQUENTED SERVICES AND RETAILERS in Dunellen:

- Restaurants (63% | 57%) ★★★
- Post office (58% | 29%) ★
- Convenience store (56% | 33%)
- Gas station (46% | 54%) ★
- Bank (44% | 40%)
- Food market (43% | 52%)
- Bakery, sweet shop (39% | 46%)
- Library (38% | 51%)
- Theater (38% | 47%)
- Pharmacy (27% | 28%)

A blue star indicates categories which received the largest responses from Gen Respondents.

A red star indicates categories which received the largest responses from LMS Respondents.

TOP 10 FAVORITE DESTINATIONS for date night or family activity for arts and cultural events:

- Somerville (39% | 14%) ★
- New Brunswick (35% | 11%) ★
- New York City (34% | 61%) ★
- Dunellen (19% | 36%) ★
- Westfield (26% | 8%)
- Asbury Park (13% | 17%)
- Jersey City (4% | 17%)
- Morristown (15% | 4%)
- Hoboken (10% | 5%)
- Newark (5% | 10%)
Recommends: 
• Identify DACC goals which address the desire for gathering places, spaces, seating and other related amenities.
• Determine methods to incorporate arts and culture into more practical amenities/services/needs of the community.
• Partner with local organizations & groups to provide desired events/programs, such as street fairs and live music events.
• Offer opportunities for the community to be involved, collaborate and volunteer in DACC projects.
• Create program for the arts & culture community for networking opportunities and resource exchanges.
• Based on input from respondents, assess marketing and promotional methods.
• Be mindful of place and Dunellen's best assets, according to respondents: "small town atmosphere", "bus and train access" and "schools".
• Identify policies which could help move forward DACC’s mission.

Set realistic goals based on DACC’s resources and capacity; determine if DACC should assess internal organizational procedures.

Create a matrix for varying demographic sectors (e.g. age, race), varying arts styles (e.g. music, visual art, sculpture, dance), varying cultural opportunities (e.g. walking tours, landmark plaques, festivals) and other characteristics yet to be identified.

Empower the community’s youth artists to help move forward DACC’s mission and assess appropriate communication platforms in which to engage them.

Determine next steps to this survey:
• Community engagement in identifying Dunellen’s cultural identity;
• Further develop Dunellen’s arts and cultural assets inventory; and
• Outreach to the community’s Hispanic/Latino population to assess how DACC can move forward their mission in this important sector of our community.
• Ask for input from governing body, other organizations and businesses.

Demographic Picture

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>7,227</td>
<td>7,355</td>
</tr>
<tr>
<td>White</td>
<td>74%</td>
<td>59%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9%</td>
<td>15%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>Median Age</td>
<td>37.1</td>
<td>36.3</td>
</tr>
<tr>
<td>62 years and older</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Under 18 years</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td># of Housing Units</td>
<td>2,919</td>
<td>2,522</td>
</tr>
<tr>
<td>Single-family detached</td>
<td>63%</td>
<td>53%</td>
</tr>
<tr>
<td>Two units</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>3-4 units</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Single-family attached</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Owner-occupied units</td>
<td>69%</td>
<td>72%</td>
</tr>
<tr>
<td>Renter-occupied units</td>
<td>31%</td>
<td>28%</td>
</tr>
<tr>
<td>Median value of owner-occupied units</td>
<td>$329,100</td>
<td>$285,200</td>
</tr>
<tr>
<td>Owners pay 30% or more of income on housing costs</td>
<td>41%</td>
<td>43%</td>
</tr>
<tr>
<td>Median monthly rent</td>
<td>$1,082</td>
<td>$1,213</td>
</tr>
<tr>
<td>Renters pay 30% or more of income on housing costs</td>
<td>52%</td>
<td>74%</td>
</tr>
<tr>
<td>Median household income</td>
<td>$74,375</td>
<td>$76,333</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Poverty rate</td>
<td>8.3%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Took public transit or walked to work</td>
<td>10%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Figures in categories with red font decreased from 2010 to 2016.

Source: 2010 US Census Bureau and 2016 5-Year American Community Survey.
DACC Goals for 2018 and 2019

PROGRAMS AND EVENTS

• 2018 & 2019: Music in the Park
  Determine # of concerts, range of genres, targeted dates, targeted audience demographics, inclement weather venue location, establish a marketing/promo plan (materials/info in English and Spanish?), timeline for implementation, create and record the methodology for planning the music series and recording the audience data, and identify subcommittee members and staff for the event – DACC table and designated photographer to take pictures for future promo efforts. Identify lighting and sound needs. Possible Outcomes: increase number of attendees by 25%; during series provide employment for one Dunellen musician; and increase diversity of attendees - age, race, etc.

• 2018 & 2019: Happy Birthday DACC (2nd year in 2018)
  To be determined.

• 2018 & 2019: Summer Art Camp for ages 6-12
  Hire assistant teacher, preferably fluent in Spanish; collect donated art supplies; develop curriculum; marketing/promo plan for student registrations; host Spring workshop to promote summer program; and prepare timeline for implementation. Possible Outcomes: increase enrollment by 25%, increase diversity of students, refer to Middlesex County arts grant application for other possible desired outcomes; provide employment for one lead teacher and one assistant teacher

• 2018 & 2019: Develop summer programming for more outdoor theater experiences
  Organize diverse-genre theatrical events at the Washington Memorial Park gazebo. Possible Outcomes: provide community with a range of theater experiences; and provide artists exposure and a venue in which to perform.

• 2018 & 2019: Founders’ Day
  Develop ideas. Possible Outcomes: cultural experience for the community; fundraising opportunity

• 2019: Expand Art Program
  Develop Senior Art Program and Youth Theater Camp. Possible Outcomes: establish a new program; provide employment for artists; provide various demographic populations exposure to a range of arts and cultural programming

• 2019: Additional Programming
  Identify another program or event such as (1) dog/pet event, (2) additional youth events/projects, (3) other community gathering-type events such as yoga in the park, a wine event or dinner potluck in the streets, and/or (4) event or project celebrating the Hispanic/Latino Dunellen community.

• 2019: Film Festival
  To be determined.
PROJECTS

- **2018: Prospect Ave Railing Painting Project.** Prepare a plan and team for implementation; select workshop date; strip and prep the railings; acquire painting supplies; young artists collaborate and paint the railings. Possible Outcomes: public exposure to an art experience and arts education for participants.

- **2019: Dunellen’s first mural.** Possible Outcomes: public exposure to an art experience and employment for an artist.

- **2019: Identify another arts/culture project in town.** Ideas such as the yarn bombs/knit wraps, etc.

Policies

- **2018: Mural initiative.** Develop a plan to present to council for a mural ordinance; identify possible mural locations; identify possible mural themes; identify funds for the creation of a mural; determine a process to solicit proposals, review and select submissions. Create a model for a request for proposal to mural artists. Possible Outcomes: work for an artist and public exposure to the arts.

- **2018: Benches Initiative.** Perform an observational study of seating in the downtown corridor. Make recommendations and present findings to Mayor and Council. Possible Outcomes: create gathering spaces for the community to cultivate social capital; build artistic seating in the spirit of Dunellen.

- **2019: Parklets Initiative.**

OTHER ORGANIZATIONAL GOALS

- **2018 & 2019: Hispanic/Latino Community.** Outreach to the Hispanic/Latino Dunellen community to determine how DACC can move forward its mission to this sector of the community.

- **2018 & 2019: Cultivate Dunellen’s Youth Artist Community.** Identify efforts and communication methods which will engage Dunellen’s youth.

- **2018 & 2019: Assist Arts-Related Organizations.** Provide assistance for the Community Bible Church, and other arts-/cultural related organizations, to provide incubator space by being a liaison between artists and the facility.

- **2018 & 2019: Develop marketing and promotional methods which address survey responses.** Continually monitor and update communication methods to reflect needs of the community; develop internal goals to increase Facebook followers, the email list, etc.; create promotional material to record DACC’s efforts.

- **2018 & 2019: Arts and Culture Directory.** Develop a networking resource for artists and cultural ambassadors where resources and knowledge can be more easily exchanged.

- **2018 & 2019: Develop outreach methods to facilitate volunteering by community members**

- **2018 & 2019: Fundraising.** Create a fundraiser to increase budget and search for grant opportunities.

- **2018 & 2019: Monitor breadth of DACC’s Efforts.** Develop a matrix indicating demographic sectors, art genres and cultural efforts in order to monitor the breadth of DACC’s efforts to identify missing or lacking efforts in particular areas.
### 2017 Dunellen Community Survey

#### Arts and Cultural Assets Inventory: Person, Place or Thing

- 8 on the Break
- 30 Burgers
- Alma Montuno Dance Studio
- American Legion
- Art on the Green
- Arts Annex
- Art Color Building and Water Tower
- Avellino’s Restaurant
- Cafe Nunes
- Chicken Holiday
- China Garden
- Churches
- Cilento, Jason - Councilman
- Columbia Park
- Devine’s Pharmacy
- Downtown Liquor
- Dunellen 411
- Dunellen Arts and Culture Commission
- Dunellen Bagel
- Dunellen BBQ
- Dunellen Board of Education
- Dunellen Downtown Management Organization
- Dunellen Fire Department
- Dunellen High School
- Dunellen High School Drama Club
- Dunellen High School James Heard Auditorium
- Dunellen Hotel
- Dunellen Movie Theater
- Dunellen Municipal Alliance
- DPA
- Dunellen PTO
- Dunellen Public Library
- Dunellen Recreation Commission
- Dunellen Recreation Department
- Dunellen Rescue Squad
- Family Dollar
- Farmers Market
- First Presbyterian Church
- Football games
- Footprints
- Founders’ Day
- Frank’s Barber
- Gavornik Park
- Geiger, Karl (music teacher)
- Glass shop
- Halloween Parade
- HarvestFest
- Haunted Trail
- John P. Faber Elementary School
- Harry’s Deli
- Heleniak, Heidi
- Knights of Columbus
- Lincoln Middle School
- Lockwood, Peg

continued...
### 2017 Dunellen Community Survey

#### Arts and Cultural Assets Inventory: Person, Place or Thing (continued)

<table>
<thead>
<tr>
<th>Place or Thing</th>
<th>Person or Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucky 7 Convenience Store</td>
<td>Smith, Patrick</td>
</tr>
<tr>
<td>Maggie Murray's Pub House</td>
<td>Soccer fields</td>
</tr>
<tr>
<td>Maurer Mansion</td>
<td>St. Francis Church</td>
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<tr>
<td>McCoy Park</td>
<td>St. John The Evangelist church</td>
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<tr>
<td>Melanie's Hair Salon</td>
<td>Street fairs</td>
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<tr>
<td>Mis Amigos Restaurant</td>
<td>Tropical Supermarket</td>
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<tr>
<td>Morecraft Park</td>
<td>Uncle Louie G</td>
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<tr>
<td>Music in the Park</td>
<td>Vetter, Kelly (Faber art teacher)</td>
</tr>
<tr>
<td>Paint store</td>
<td>Warrior Martial Arts</td>
</tr>
<tr>
<td>Panda Express</td>
<td>Washington Memorial Park</td>
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<tr>
<td>Parks</td>
<td>Washington Mem. Park Gazebo</td>
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<tr>
<td>Planet Chicken</td>
<td>Yospin’s Paint</td>
</tr>
<tr>
<td>Plays</td>
<td>Zupko’s</td>
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<tr>
<td>Quick Chek</td>
<td>Diversity</td>
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<tr>
<td>Ratskeller</td>
<td>Local events</td>
</tr>
<tr>
<td>Retro Classics Video Games</td>
<td>Amazing people</td>
</tr>
<tr>
<td>Rocio’s Beauty Salon</td>
<td>Inspire Art Gallery and Studio***</td>
</tr>
<tr>
<td>Rome’s Pizzeria</td>
<td>Rockstar! Studios***</td>
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<tr>
<td>Roscoe’s Wrap It Up</td>
<td>Prospect Avenue railing artwork***</td>
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<tr>
<td>Roxy &amp; Duke’s Roadhouse</td>
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<tr>
<td>School dances</td>
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<tr>
<td>Senior Center</td>
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<tr>
<td>Shade Tree Commission</td>
<td></td>
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<tr>
<td>Skylight Theater</td>
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</tr>
</tbody>
</table>

*** Indicates assets which have been added to the Arts and Cultural Assets inventory after the close of the survey.
2017 DUNELLEN Community Survey

ARTS & CULTURE

Questions, comments, ideas?
Email artsandculturecommission@dunellenborough.com.

FREE CONCERTS
IN WASHINGTON PARK
Sept. 15, Exit Row Band
Sponsored by the DUNELLEN VOLUNTEER FIRE COMPANY
and the Dunellen Arts & Culture Commission

Spring Art Workshop
FOR CHILDREN AGES 6 TO 12
FRIDAY, MAY 4 • 6:30PM-8:00PM
SENIOR CENTER • COLUMBIA PARK

Dunellen Summer Arts Camp
for children ages 6-12

ARTS CULTURE COMMISSION