Dunellen Downtown Committee  

Attendees: Jason, Trina, Stacy, Trey, Ken, Heidi, Lauren, Adam, Peg

**Introduced new committee members** - As new Mayor, Jason reviewed the commission/objective of the DDMO and asked that the committee focus more on attracting, promoting and retaining businesses to the Dunellen downtown. He assured DDMO of his commitment, from the top down, to support these objectives.

**Reviewed DDMO and DACC initiatives for background** – DDMO initiatives: hanging baskets, planters, benches, Christmas trees, HarvestFest, welcome letter, welcome pamphlet, retailer feedback session, Next Stop Dunellen, retailer windows, holiday windows. DACC initiatives: Summer Art Camp, Music in the Park, Art in the Park, Dunellen sister city, anniversary celebrations, teaming with DDMO, Library on various initiatives.

Review other Dunellen initiatives, i.e., DACC, Art in the Park, Music in the Park, Dunellen sister city, Dunellen anniversary celebration

**Spring in Dunellen** – currently there are plans for a Street Fair on Father’s Day, and Art in the Park on June 14.

**Committee discussed promoting Restaurant week May 17-23.** The “Dine in Dunellen” campaign would help promote/encourage people to visit our downtown, and to provide more exposure to current businesses. Ideas discussed - kick off restaurant week with an event at the gazebo or Prospect Ave, punch card of restaurants visited with gift card or prize for participants with 5 or more restaurants punched (for example), focus on ethnic variety in town, i.e., Mexico, Ecuador, Italy, Peru, Philippines, and Ireland.

Committee will discuss further and iron out details at our next meeting, February 4.

**Music in the Park** – discussed teaming with DACC to feature ethnic dancing during music in the park event this summer.

**Voted DDMO Board for 2020** – Committee voted to leave current board in place, Peg, Ken, as Chair/Vice Chair. Committed voted for some new Board appointments - Trey as secretary and Bill Robins as Treasurer of the committee.

**Beautification** – discussed buying LED string lights for the poles in town. Ken advised each pole has an outlet at the top, so we would just need to wrap the poles and zip tie them.

**Beautification – ongoing discussions**
- Benches and Planters – Committee received feedback that retailers and residents may be interested in sponsoring benches. Plaques may tear clothing, so Ken investigating another plaque and associated cost. Committed voted to move forward with ordering two benches. (Did we get the extra 2 benches?)
- Hanging Plants – More planters than last year - 20 plants. Committee agreed to buy watering pump for next year. Ken getting confirmation that we can store it at the nearby parking authority.
- Decorative lighting – many lights are still not working. Ken got numbers and reported to Bill for follow up. 3 fixed, 2 still pending.

**Future of Dunellen activities - ongoing**
- Lauren Meyers drafting monthly newsletters for Next Stop Dunellen – will start to highlight various businesses in town to help promote and provide exposure to retailers.

**Budget – ongoing**
- Current balance is $7,548.06 as of July, 2019. Bill proposed that we create a budget for 2020, now that we have actuals. Committee agreed.

**HarvestFest – annual**
- Last year’s HarvestFest was held October 13, 2019. Need update on how much money made during 2019 HarvestFest and an update on financials going into 2020, including confirmation of $500 allocation for 2020.

**Next meeting scheduled for Tuesday February 4 at 6:30.**