

Dunellen Downtown Committee

March 12, 2019

Attendees: Bill, Jason, Ken, Adam, Ruben, Heidi, Stacy, Peg

Beautification -

- Benches and Planters – Committee purchased 6 foot benches, two per location, 3 locations, and three planters. **Ken placed order for benches. DWC assembled. Ken to order sample planters to paint. Stacy to check with Ron to see when he can put benches out.** Afterwards, we will assess and move if necessary.
- Barrels – **Ken to follow up to see if barrels were retained by DPW**, because they were outside of the fence.
- Hanging Planters – **Ken followed up with DPW and asked them to remove and save the hanging planter baskets. Jason/Bill to follow up with Mayor/town to understand if there are remaining funds for Christmas wreath decorations for new light poles, or hanging brackets. Ken to see how much past decorations cost, so we have an estimate for future requirements. Bill to find out how many brackets will be ordered with new poles, and if we can then mount on corners only for hanging baskets.**

Survey –

- **Jason provided an overview of the Blaustein and the NJ Transit Hub studies, and timelines. Blaustein study is expected to be presented April 15. Jason distributed copies of the DACC survey. Committee to review before next month's meeting.**

DACC activity review –

- Showing of Distressed scheduled March 28 at Zupkos, 7 pm. Tentative plans for - Yoga in the park, summer solstice, Midsummer Night's Dream, mid July, and band in the park, August. Reviewed dates with Alex, and waiting to hear back. In November the Dunellen Madrigals are scheduled to visit our sister city in Italy.

Harvestfest –

- This year's HarvestFest will be scheduled for October 13, 2019. Below is a summary of suggested changes which Heidi will incorporate into the new HarvestFest application. Including all suggestions in these minutes for reference:
 - First ring of park was to be sold at premium (ring around Gazebo) at \$50 per booth. There were approximately 14 tables, or \$140 incremental revenue – but after long discussion committee agreed not to move forward, because of the logistics associated with getting the application and potentially needing to refund several applications when we sold out.
 - New pricing for tables: 50, 40, 30. Early, Early bird special of \$40, 30, 20 was not promoted. Regular early bird special of \$5 reduction off price. Walk-ins to pay \$10 premium per table.
 - Everyone still agreed, no non-profits in first ring. Free tables for entertainment, but not in the first ring.
 - Home improvement type businesses can be from Dunellen only – **Heidi and Bill to re-look at current application verbiage to see how it is currently worded.**
 - Heidi to promote.

- Suggested list be in alphabetical order as well as vendor table order. Excel spreadsheet was revamped, so this can be accomplished easily.
- Buy scarecrows and decorations for HarvestFest at end of Halloween, for a more festive atmosphere.
- Create new signs for Washington, Park, Dunellen, and First street sections of the park. Re-number the map so that each grid is P 1-30, D 1-30, etc., rather than 1 through 130. **Ken will renumber the map.**
- Need to cut check to Presbyterian Church for \$100/\$200? For use of PA system - Bill Robins to cut check.
- Need more Pony lawn signs for next year – **Heidi to order**
- Need 12 x 4 foot banner – **Heidi already designed, Heidi to order**
- Lawn signs – recovered approximately 30 plus lawn signs – **Maria to revisit her route to pick up additional signs. Maria – did you get anymore?**
- Podium – find out who owns the podium – **Peg to follow up with Terry.**
- Art Contest – Art Director of schools was very engaged and promoted pictures from HarvestFest on school web page.
- Suggestion to post pictures on Dunellen Boro page – events page **Heidi, Bill to follow up,**
- Food Vendors – **Maria to focus on food vendors for 2019 HarvestFest.**
- Stacy suggested “touch a truck” be added, with ambulance on the lawn. – Committee agreed. Bill suggested a modest donation to Rescue Squad.
- Look into costs for “bouncy house” - Peg will look on line and Ken will reach out to contacts who have rented in the past. Mobile arcade and NJ Hall of Fame mobile truck may be too expensive and occupy too much parking.

Facebook page for DDMO – Ruben on hold until the new social media rules are published. Council discussion/vote on Monday.

Vacancies – Ken reported there are few vacancies in town at this point, i.e., deli on South Ave. Reviewed past efforts to solicit new retailers in town – welcome letter, info packet to real estate offices, calls to top franchises. To table discussion for next month’s meeting when Maria is also present.

Committee 2019 positions and membership –

- NJ Transit recommendations Committee membership with representation from Historical Society, Council, retailers, and residents. We are currently short one retailer member. Jason speaking with All Fitness as potential member. Hal Vandermark, Inspire, is interested as well.

Next meeting scheduled for 3rd Tuesday, or April 16, 7:00 pm.