

June 18, 2013 - Dunellen NJ Transit meeting

Attendees:

Bill, Adam, Heidi, Marc, Peg

Discussions:

NJ Transit Brochure – No new progress since last meeting – when Jason met with Luanne to review pictures and layout before the brochure is finalized. Jason was to bring a draft of the brochure to the Meet/Greet to present to the attendees and retailers, however his pc crashed, so was not able to send.

Grant – no new progress.

Harvestfest – Committee chose Columbus Day weekend, Sunday, **October 13** as tentative date for the celebration. Council approved Harvestfest both date and concept, featuring ideas such as square dance music, hay ride, apple pie contest, children's art contest, photo guessing contest for adults (sponsored by Dunellen Historic organization), pumpkin decorating or carving for children, scarecrow construction contest, hot dog vendor, food tables (merchants could set up tables to feature their wares at a cost of \$20/table, \$30 for two tables; proposed space 10 x 10. Bill Robins will contact Rotary to assess their interest in support of food sales at the event. If the Rotary does not support, the Committee agreed that food merchants should be charged a fee higher than that of the vendors.

Committee discussed inclusion of classic cars in event, contacting Miles to support. Heidi spoke to horse/carriage vendor to assess interest in providing hayrides. Committee agreed that we would consider a percentage on the fee for horse/carriage rides rather than fixed fee from this vendor. Heidi volunteered to draft vendor contracts and promote through a variety of web sites and social media. Heidi and Marc to continue to investigate square dancing, latin or line dancing and music for the event. Heidi to contact Baroque and Hungry (celtic folk music). Dance vendors to possibly provide entertainment in exchange for advertising, rather than cost to the committee. Harvestfest may also include plays, vignettes.

Flyers promoting the event and participation would be distributed through schools and non profits in mid September. Discussed flyers through non-profit and reduced cost of postage, approx mail target would be 2,000 households.

Walter Tunison to see if he has a contact for port-o-potty and if they are interested in donating to support the event/non-profit. Committee discussed asking Presbyterian church for use of bathrooms during Harvestfest in exchange for free tables or other consideration. Discussed participation with Boy/Girl scouts, church youth organizations, Dunellen football team, National Honor Society volunteers. Other ideas included: re-enactment of 1776 (Lord Sterling Park), Lincoln Gettysburg. Rotary Committee (who previously sponsored Art on the Green) had previously agreed to integrate the Arts/Crafts elements of Art on the Green into Harvestfest.

Street Fair - scheduled for **September 8**. Jason received forms to assure our participation in this year's street fair. Bill purchased two NJ Transit Village signs in preparation for the event. Jason will complete forms on behalf of the committee.

Beautification of Dunellen - No new discussion – since last discussion - revised sign ordinance was passed and should provide more clarity which will result in improved enforcement. Discussed enforcement, suggested Code and Sign enforcement be consolidated under one

individual. Ken to propose. Discussed murals, follow up action items, is to identify if they are covered under the sign ordinance, or how they are currently addressed.

Lamp post baskets - Received positive retailer feedback on concept of “adopt a basket” from Heidi’s cottage, Investors bank and Provident bank. Next step is to make recommendation to Council. For reference: web site, englishcreekgardens.com \$260-\$325 each for English planters.

Retailer Vacancy – 12 vacant storefronts in Dunellen. Marc is working with Bill Robins to directly contact building owners, discuss renovation ideas.

Next meeting - will be held **Tuesday July 16, at The Arts Annex, 7:00 pm.**