

**Attendees:**

Bill, Ken, Adam, Walter, Jason, Heidi, Peg

**Discussions:**

**NJ Transit Brochure** - Jason is updating pictures. New pictures were already taken and distributed to the committee. Jason and Bill reviewed/revised chronology of the brochure. Jason will schedule a meeting with Luanne to review pictures and layout, before the brochure is finalized. Bill Robins confirmed that \$500 is encumbered from 2012 to 2013 budget for printing expense.

**Grant** - discussed grant submitted for a continuation of street lamps for both beauty and safety. Three grant requests were submitted for Dunellen and are pending. Committee discussed other potential grants. A written proposal was submitted by another grant writer, Ellen Stein, circulated to the committee, reviewed and discussed at the meeting. Peg followed up with grant writer to request specifics on investigating specific grants and costs. Ellen Stein agreed to meet with the mayor or other council members to discuss next steps.

**Lamp post baskets** - Peg provided sample of lamp post basket to F&C Iron works in Plainfield for estimate. Estimate was too expensive to produce locally, (\$600) so we will pursue other planters on the internet. Adam found a web site, englishcreekgardens.com \$60-\$325 each for English planters.

**Beautification of Dunellen** - beyond fundraising, discussed support for beautification of Dunellen. Ken reported that the revised sign ordinance was passed. This ordinance should provide more clarity which will result in improved enforcement. Specific short term issues: moving manikin in Cash for gold window, new neon lights in Town Pharmacy and full Spanish language signs.

**Retailer meeting** - last spring we hosted a retailer event at Roxy and Dukes and invited retailers as a venue for presentation of NJ Transit activities and additional participation from the local retailers. Proposed a tentative date of **Tuesday, May 14**, at Roxy and Dukes for 2013 retailer meeting. Ken and others to check the school calendar to confirm there is no conflict.

**Welcome to Dunellen** - Discussed new retailers in town and an introduction to Dunellen from the NJ Transit Committee. Committee proposed that we deliver to new retailers, a bottle of wine, welcome letter, and new brochure, and an invitation to participate in the committee. Noreen volunteered to purchase the wine at cost, we could rotate responsibility for who makes the introduction on behalf of the committee. New Businesses referenced: pastrami store (across from Rock Skating), Futbol Extreme (next to Astra cleaners), Boost mobile (cellular store) new Italian ice store replacing Al's deli (across from movie theatre).

**Retailer Vacancy** – 12 vacant storefronts in Dunellen. Committee discussed ways to solicit new

retailers to Dunellen. Ken made inquiries with NJ Transit and purchased a booklet to find ways to solicit retailers for Dunellen.

**Street Fair** - scheduled for **September 8**. Jason will complete forms to assure our participation in this year's street fair. Bill purchased two NJ Transit Village signs, \$35/each in preparation for the event.

**Renaissance Festival** - discussed the concept of the committee playing a more active role in support of an Oktoberfest. Discussed creation of a "beer garden" atmosphere in Washington Park, with German dancers in gazebo, local restaurants/merchants could set up tables to feature their foods at a reduced cost of \$25/table for in town retailers. (2 days for \$20/day) Noreen can provide singers, dancers puppeteers, fairy tale plays (much of which she already has from the Renaissance support), Fairy Grotto, art show, games, minstrels, and additionally, the Oktoberfest would feature Shakespeare Vignettes. Proposed Committee responsibilities would include: publicity, fundraising to cover costs, program, permits, insurance, police, EMT, Port O Johns, Food, Vendors. All profits to be retained by the NJ Transit Committee. Proposed Transit Village Committee to receive a portion of admission fees - this detail was not discussed, but should be vetted at our next meeting. Committee chose Columbus Day weekend, **October 12,13,14**, as a tentative date for the Oktoberfest. Bill/Ken discussed with the Council, who expressed concerns regarding liability for serving alcohol, the damage to the lawn and clean up after the event.

Bill Robins had recently met with the Rotary Committee (who previously sponsored Art on the Green) and suggested that we integrate the Arts/Crafts elements of Art on the Green into the Oktoberfest. Committee agreed with this recommendation.

Bill/Ken - to follow up with council on concept and specifically investigate serving of beer at the venue, insurance, etc.,

### **Open action items:**

**Logo for NJ Transit Village** - Heidi's husband had drafted a few logos for review. Heidi circulated the sketches. Logo **was** positively received by the committee.

**Retailer Support** - Heidi - has ties to magazines - and spoke with them about a social media program, and tying to the magazine links for helpful information to retailers - i.e., decorating their window or store front, business ideas, suggestions. Received approval from two: Gift Shop and Smart Retailer.

**NJ Transit – new forms of revenue** – Jason reported that he started a non-profit, Dunellen Skylight Theatre. They plan to perform in the park and have offered the NJ Transit committee an opportunity to sell refreshments for fundraising on selected nights of the performance.

**Gravity** – non-profit organization with ties to Bananna Republic, Trader Joes and other national retailers – may be interested in “pop up” use of vacant retail space for temporary artist space. Also may be interested in supporting retail interest in the redevelopment of Art Color, based on

gentrification/development around the arts.

**Next meeting - will be held **March 19** at Roxy and Dukes, 7:00 pm.**