

February 25, 2014 - Dunellen NJ Transit meeting

Attendees:

Ken, Bill, Adam, Heidi, Jason, Peg

Transit Committee Reappointment - Discussed need to solicit new members, potentially banks, since we have many banks but no retail representation. No new action.

NJ Transit Brochure – Jason to send the current brochure draft – we re-send to the committee, then finalize. Meanwhile, we will seek print estimates. Initial print 500, and will price both glossy and matte finish.

Harvestfest 2013 – was very successful, chose October 12, 2014 for next Harvestfest. Await Bill to provide financials to Adam, Heidi to provide expenses, so we can reconcile and publish. Pending. Discussed new pricing for booths, \$30/table, no discount for 2 tables, \$150 for food vendors, no early bird discount. Exclusivity for vendors. First come, first claim on exclusive for that product/service.

2014 Calendar – Potential dates follow:

April – annual open house for retailers, hosted by NJ Transit committee, Roxy and Dukes

May – Firemen may host Spring Street Fair – appears this will not be scheduled.

May – Skylight Theatre plans plays at the Presbyterian Church May 2, 3, 4

June 8 – Car Show (no direct fundraising, potentially presence only for Committee)

August – Skylight Theatre – plans Plays in the Park – August 15, 16, 17, 22, 23, 24

September – Street Fair – fundraiser for NJ Transit committee -- last year had guessing jars, toilet toss and pretzel sales. Made \$168 in 2013 as compared to \$328 in 2012 with darts and face painting.

Harvestfest – October 12 – last year was well received, so will plan similar games/activities.

Retailer Open House – tentatively planned for April – discussed dates of April 7, 14 and 29. 29 seemed to be preferred date, so will check with Noreen for availability. Ken to call NJ Transit in Trenton to try to schedule a speaker. Local speaker will discuss development plans for 4 areas, as well as one-seat on train. Also trying to schedule speaker to discuss merchandising tips – Noreen, Peg and Marc will look for merchandising speakers.

Taste of Dunellen – appetizers and show – Skylight Theatre proposed joint arrangement between NJ Transit committee and Skylight Theatre as fundraiser for both organizations. We would jointly host appetizers, i.e., Taste of Dunellen at the Arts Annex prior to Plays in the Park on August 23 then provide discounted ticket to the show and priority seating. Need to assess participation from Dunellen vendors as well as logistics of pricing. Committee liked the idea and agreed to pursue.

Beautification of Dunellen:

Grant request – to extend the lampposts up Washington Avenue, was declined. A new grant was resubmitted for 2014. No new action.

Sign ordinance - revised sign ordinance was passed and should provide more clarity which will result in improved enforcement. Ken proposed a volunteer for sign enforcement, his appointment is pending with Mayor for approval.

Lamp post baskets – discussed potentially using funds raised to date for high visibility project, such as lamp post baskets on major intersections in town. Committee agreed to pursue pics and pricing of baskets for review at next meeting.

Redevelopment of downtown centers – has been successful in Somerville, Rahway, Collingswood. Potentially learn from their leads and contacts in these areas. Jason has contacts in Rahway and Somerville, Ken has contacts in Collingswood. Both will follow up for ideas.

Next meeting - Tuesday, March 18, 2014 6:30 at the Annex.