

March 18, 2014 - Dunellen NJ Transit meeting

Attendees:

Ken, Bill, Adam, Heidi, Jason, Maria, Marc, Noreen, Peg

Transit Committee appointment – Maria Vitale, resident, Dunellen, joined the committee. Maria's contact info: Maria6107060@yahoo.com Her nomination will be taken to the mayor for approval. Committee discussed the need to solicit one additional retail member, potentially a bank, since we have many banks but no retail representation. Jason will contact.

Financials – Bill Robins working to obtain updated financials for presentation to committee next month. Heidi will provide receipts for Harvestfest marketing expense to Bill Robins for reimbursement.

NJ Transit Brooklet – Jason and Bill Robins redrafted, included more reference to arts initiatives and will include a cover letter from the mayor and reference to the NJ Transit committee. Jason will send the re-draft to the committee for review. Meanwhile, committee will seek print estimates. Initial print 500, and will price both glossy and matte finish. Discussed Vista Print, Christmas City connect as potential inexpensive print vendors.

Harvestfest 2013 – was very successful, chose October 12, 2014 for next Harvestfest. Pricing for booths, \$30/table, no discount for 2 tables, \$150 for food vendors, no early bird discount for food vendors, non-food vendors can take advantage of \$20 early bird discount through May 30 registration. Exclusivity for vendors. First come, first claim on exclusive for that product/service.

Discussed starting early – potentially having Dunellen High School jazz and choir clubs participate. Marc and Jason will reach out to contacts. Jason will check with Lou, Juggling Life, on ability to do a show that weekend.

2014 Calendar – Potential dates follow:

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

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)

June – Garage Sale (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 – Committee agreed to postpone the retailer open house until autumn. Instead it will be replaced with a joint presentation from the Council, Planning Board and NJ Transit committee, in order to address retail/public need from a broader perspective. Ken volunteered to speak. He will discuss with Council and Planning committee.

Arts and Historical Cultural Commission – is proposed for Dunellen. Jason made initial proposal. Further presentation will be planned.

Taste of Dunellen – appetizers and show – Skylight Theatre proposed joint arrangement between NJ Transit committee and Skylight Theatre as fundraiser for both organizations. Karen Seader was proposing a similar initiative as a fundraiser for Maurer house. Ken and Jason agreed to meet with Karen to propose a joint effort to support both initiatives. Concept would be appetizers, i.e., Taste of Dunellen at the Arts Annex prior to Plays

in the Park on August 23 then discounted ticket to the show and priority seating. Need to assess participation from Dunellen vendors as well as logistics of pricing.

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. Bill Wagner will be responsible for sign enforcement, his appointment is pending with Mayor for approval. He's drafted a letter to retailers as a reminder of the sign ordinance – this will be followed by enforcement.

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 pictures and pricing of baskets for review at next meeting. Committee should look at pictures and make recommendations on preferred baskets, size, for our lamp posts. Ivy and Vinca proposed as plantings.

Redevelopment of downtown centers – proposal for Sherry Cronin, Exec Westfield Downtown committee, to present ideas/concepts to Dunellen committees. Peg will ask Sherry. Peg and Noreen will obtain contact info for experts to present on how to best merchandise storefronts.

Next meeting - Tuesday, April 29, 2014 6:30 at the Annex.