



| Agenda  |  |               |           |
|---------|--|---------------|-----------|
| Topic # | Topic to be discussed  | Time Allotted | Presenter |
| 1.      | Approve meeting dates, time and location                     |               |           |
| 2.      | Verify contact information and communication plan            |               |           |
| 3.      | Appoint Positions, Chair, Vice Chair , Secretary             |               |           |
| 4.      | Review organization objectives – high level brainstorm ideas |               |           |
| 5.      | Review marketing material                                    |               |           |
| 6.      | Define a Mission Statement                                   |               |           |

| Discussion |  |
|------------|--|
| 1.         | <ul style="list-style-type: none"> <li>Elected officials are Ken - Chairman, Areli - Vice Chair and Peg - Secretary</li> </ul>   |
| 2.         | <ul style="list-style-type: none"> <li>Meeting dates confirmed as listed below so please mark your calendars. We decided to meet at Roxy and Dukes every other meeting so the next one is there on March 20th. Starting time for all meetings of 7:30 approved.</li> </ul>   |
| 3.         | <p>Discussed some things Westfield does to promote compliance with standards</p> <ul style="list-style-type: none"> <li>They have a SID program which helps fund new facades. Dunellen had considered this in the past but realized you need to have large stores to make an impact, our mom and pop stores would not generate enough money to make a huge impact.</li> <li>Their management organizations provides everyone who shows an interest in opening a business in Westfield with a marketing brochure, very similar to what Jason and Ken have started to put together.</li> </ul> |
| 4.         | <ul style="list-style-type: none"> <li>Could we have the Parking Authority give us the breakdown of where the permit owners live? This would help us identify who we draw into town today and where we may have opportunities to reach out to neighboring towns with marketing material.</li> </ul>  |
| 5.         | <p>Discussed how to attract people to come to Dunellen and thought it would be best to list all the activities we do today and expand from there.</p> <ul style="list-style-type: none"> <li>Town-wide garage sale</li> <li>Street Fair</li> <li>5 K Run for Education</li> <li>Car Show</li> <li>National Night Out</li> <li>Fire Prevention Night</li> <li>Parades, Little League, Memorial Day and Halloween</li> <li>Community Involve - clean up monthly</li> <li>Arbor Day Celebration</li> </ul>  |
| 6.         | <p>Other activities that can be added to attract people</p> <ul style="list-style-type: none"> <li>Music in the Park – recreation committee</li> <li>Plays in the Park – Noreen and Jason</li> <li>First Night Celebration – New Years Eve</li> <li>Steam train ride</li> </ul>  |
| 7.         | Utilize Facebook to its fullest potential, including advertising, marketing, contact lists etc.  |
| 8.         | Were not able to get to the Mission Statement this meeting   |
| 9.         | Other discussion on what can be done better or differently   |

### Discussion

- We discussed the need to enforce our current ordinances, specifically related to signage in store front windows and the misuse of banners.
- Planters were a great idea but we need more merchants to join. Also, discussed hanging planters from the decorative lights posts. There is a concern on how to water them. Noreen suggested trying silk flower arrangements as an option; she prepares flower arrangements for weddings and would be a great resource. Can we test this on a couple poles to see how it goes?
- Discussed the need to develop the empty lot in the middle of town, how can we expedite the sale of the land?
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### Action Items

| Description   | Owner      | Target Date | Completion Date | S |
|---|------------|-------------|-----------------|---|
| 1. Obtain a contact for NJ Transit – to ask for RR embankment improvements and bridge painting                                | Peg        | 3/20/12     |                 |   |
| 2. Obtain the price of the hanging baskets used in Westfield  | Peg        | 3/20/12     |                 |   |
| 3. Continue to develop Dunellen's marketing material  | Jason/Ken  | On-going    |                 |   |
| 4. See if we can do a count of cars and pedestrians using students for community service                                      | Ken        | 4/30/12     |                 |   |
| 5. Ask Parking Authority to provide us a breakdown of permit owners addresses – counts by towns not actual addresses          | Ken        | 3/20/12     |                 |   |
| 6. Invite all merchants to Roxy and Dukes for our next meeting  | Volunteer? |             |                 |   |
| 7. Send a letter to all merchants reminding them of their responsibility. Include the sign and general maintenance ordinances | Ken        | 4/1/12      |                 |   |
| 8.  |            |             |                 |   |

ID: Action identifier S: Status - **O**pen, **C**losed

#### Schedule Meetings for 2012 – third Tuesday of each month

- February 21st           Senior Center
- March 20th             Roxy and Dukes
- April 17th              Senior Center
- May 15th                Roxy and Dukes
- June 19<sup>th</sup>               Senior Center
- July 17                  Roxy and Dukes
- August 21st             Senior Center
- September 18th        Roxy and Dukes
- October 16<sup>th</sup>           Senior Center
- November 20th        Roxy and Dukes
- December 18<sup>th</sup>       Senior Center