

Meeting Title: Transit Village Management Committee Meeting Agenda			
Date: Tuesday 7/17/12	Location: Senior Center		
Time: 7:30pm	Conference Number: N/A		

Invited Participants				
Appointed Members	Present	Position	Email	Phone
<i>Chairperson</i>		Redevelopment Agency		
Jason Cilento	x	Redevelopment Agency	cilentojason@yahoo.com	
William Robins	x	Borough Admin	wrobins@dunellenborough.net	
Adam Gordon	x	Planning Brd Member	Adam Gordon732@gmail.com	
Bob Tunison	x	Resident Tunison Home Improvement	Tunisonhomeimprovement@verizon.net	
Maureen McCabe		Resident	maureenmccabe@gmail.com	
Arelí Gonzalez <i>Vice Chairperson</i>		Resident Investor Savings	agonzalez@isbnj.com	
Rich Hendricks		Dunellen Hotel	Dunellenhotel@gmail.com	
Noreen Dunn	x	Roxy and Dukes	ladyauralia@yahoo.com	
Peg Lockwood <i>Secretary</i>	x	Art Annex	peg.lockwood@gmail.com	
Heidi Heleniak	x	Historical Society Heidi's Cottage	heidi@heidiscottage.com	
Christine	X	Resident		
Additional Attendees:				

Agenda			
Topic #	Topic to be discussed	Time Allotted	Presenter
1.	Review Action items from last meeting	√	
2.	Discuss Renaissance Fair	√	
3.	Categorize ideas from last meeting by value to Borough vs. cost		
4.	Review marketing material	√	
5.	Define a Mission Statement		
6.			

Discussion

Discussion

1.	<p>Renaissance Fair Noreen provided a recap of the Renaissance Fair at Washington Park in June. First year, so new venue. Light attendance, but delighted attendees. Suggested for next year, more advertising prior to event, more committee attendance/participation. June is a very busy month - discussed moving to another month, but that is not a possibility, based on Renaissance schedule throughout NY/NJ. All agreed we would like to see the Fair again in Washington Park next June.</p>
2.	<p>Yard Sale Noreen provided recap on yard sale at Roxy and Dukes. Sale date was moved, attendance was light, little money raised.</p>
3.	<p>Dunellen Street Fair - September 9 Discussed upcoming Street Fair, scheduled September 9 - as an opportunity to raise funds for the organization. Last year Jason raised approx. \$1400 through dunk tank. Suggested that our committee sponsor a table near the dunk tank for fund raising activities. The following suggestions were made:</p> <ul style="list-style-type: none"> - karaoke - face painting - tattoo booth for children - games for kids - sell food
4.	<p>Play in the Park - Grimms Fairy Tales, Into the Woods, scheduled for September 13, 14, 15, 16 from 8 to 10:30 pm. Washington Park Discussed fund raising ideas around this venue, including sale of bottled water, soda, candy, popcorn, muffins, cupcakes. Jason may ask ShopRite to donate food items for sale. We can ask other Dunellen retailers as well, to volunteer soda, water, or coffee to sell at the park.</p> <p>Jason/Noreen - proposed a cast party to be planned after the play on Thurs or Fri evening - as gala/fund raiser or cocktail party and opportunity to meet the cast, possibly at Arts Annex, across from park.</p> <p>Discussed potential of matinee - however, due to the fact that the play is a bit dark, thought was that the target audience was not young children</p> <p>Jason to have draft brochure prepared for distribution during both street fair and Play in the Park.</p> <p>Discussed requirement for Port-o-John - Bill Robins and Noreen to discuss cost separately.</p>
5.	<p>Dunellen Promotional Brochure Jason provided status on Dunellen brochure. He has drafted the brochure, new pictures have been taken. He'd like some additional pictures, including the remodeled Towne Pharmacy, new street lights, and would like to features picture so Play in the Park, so the brochure cannot be finalized until October timeframe.</p> <p>Brochure to include - letter from Mayor, letter from the committee -- Featuring Why Dunellen - for business, raise a family, etc., Welcome to Dunellen.</p> <p>Discussed selling ads in brochure to local retailers as fund raiser for committee.</p> <p>Discussed idea of flea market as fund raiser.</p>
6.	<p>Mission statement - agreed to use original Transit Village document, rather than develop a mission statement. Responsibilities are recapped below:</p> <ul style="list-style-type: none"> - to improve the economy, appearance and image of the business district through the organization of local citizens, business owners and resources - to foster economic redevelopment by recruiting new businesses and sharpening the competitiveness of our downtown - to emphasize design enhancements affecting the visual appearance by enforcing street and alley clean ups, parking and traffic calming, colorful banners, landscaping and lighting all to improve the physical beauty of the business district - to promote civil pride and economic viability by marketing a uniquely Dunellen image to entice shoppers, investors resident and visitors. Festival, retail events and image development campaigns are some ways to

Discussion

encourage consumer traffic.
 - to propose recommendations to the Redevelopment Agency on the registration and tracking of incoming and outgoing businesses.

Action Items

Description	Owner	Target Date	Completion Date	S
1. to call/email school to request participation from National Honor Society or high School organizations interested in volunteer work for face paint, set up, or tattoo or booth duty	Christine			
2. volunteered to complete the application for the committee	Jason			
3. volunteered microphone for Karaoke	Noreen			
4. volunteered generator for Karaoke	Bob			
5. will inquire with AC Moore or Michaels to see if they will donate face paint or tattoos	Heidi			
6. to finalize draft Dunellen brochure, so that we have a piece of promotional literature for the table/booth	Jason			
7.				
8.				
9.				
10.				
11.				
12.				
13.				

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 19th Senior Center
- July 17 Roxy and Dukes
- **August 21st Senior Center**
- September 11th Roxy and Dukes
- October 16th Senior Center
- November 20th Roxy and Dukes
- December 18th Senior Center