

**Dunellen Downtown Committee  
Meeting Minutes August 16, 2016**

Attendees: Ken, Peg, Heidi, Jason, Bill, Adam, Martha, Dennis

Absent:

**Ongoing** - The team agreed to focus on our mission and how we can improve Dunellen spending our time on both window displays and marketing

**Old Business**

**Widow displays:**

Team agreed this is worth focusing on. The contacts we thought we had are not interested so we need to continue our search for an expert in this area.

Update: Team is having difficulty finding a college or any other resource to help with the design. One last hope is FIT, which Peg is going to contact

- **Peg will contact FIT – contacted FIT and needs to complete FIT application form using Dunellen email address, DunellenManagement@dunellenborough.com**
- **Martha will ask her sign business owner if he would do the photo shop for window enhancements – Martha spoke to tenant, and he will take pics of each shop in town, committee will discuss ideas for improvement.**

Ken sent an email with tips on window decorating and sample pictures, which will be sent to new businesses after they receive our welcome letter

Peg will attend Retail Display seminar October 19, in Plainfield using Westfield slot. Will contact to see if Dunellen can attend.

**Marketing Dunellen**

We will continue to drive the marketing initiative. Bill sent out the packets Maria brought to the meeting. These packets went out to 40 area real estate agencies within a 5 mile radius.

The group will continue to identify key franchises we would like to have in town and set up meetings and/or send information – completed.

- Ken to send out the map of open space in Dunellen- Completed – Sent to Maria and Jason
- **Heidi has a special guest for our April 19<sup>th</sup> meeting who will share experience on how to market Dunellen. Guest has not been scheduled, maybe at next meeting**

**Membership**

We need to continue efforts to recruit members

- Resulted in two new members, Martha and Dennis.
- Peg will invite the manager from Crown Bank to our next meeting. **Invited, he hasn't attended yet.**
- **Martha's contact info- themorseteam@gmail.com**
- **Dennis's contact info – dennis\_link@yahoo.com**

**Welcome packets**

We want to focus on welcoming new businesses to town and agreed we would send welcome letter and small gift to all new businesses as well as those that opened within the last 3 months.

Included in this welcome letter is our request to have an official ribbon cutting ceremony and publish article in the Dunellen report

- Letterhead and enveloped done and Ken agreed to send out welcome packages to all new businesses.
- Ken asked Scott Luthman to send the names of all new businesses as they open.
- Need to purchase large scissors for ribbon cutting ceremony – Heidi

### Financials

Bill indicated he is having problems getting a report on what was deposited and what our current balance is.

- We all agree to start fresh with the account reconciliation of the books. Ken received financials and distributed to the committee.

### Harvest Fest

- Several updates were provided
- List of vendors was on hand – 44 vendors, including 6 food vendors, \$2,060.
- The ad for the fest was in the last Dunellen report paper.
- Peg contacted Autumn for the entertainment – she did not respond. Also sent note to Marc from Gravity. The Raritan Blues Project band is not available for Oct 9.
- Heidi will contact the National Honor Society teacher at DHS to schedule assistance during fest
- Martha will ask Bank of America to sponsor the stage since we heard Investors Savings is closing
- Peg made arrangements for stage through Taylor Rental.
- Committee discussed horse/carriage \$1k/minimum and agreed, with the caveat that the guarantee is only if the horse/carriage arrive, not if rain date. Peg to f/up with horse/carriage for contract referencing same.
- Committee discussed full disclosure on registration forms for HarvestFest vendors – if they need to cancel, their option will be to move deposit to following year.
- HarvestFest – Circle Theater would like to participate, as would Dunellen Arts and Culture commission – both will need booths.
- Discussed radio station, WOLD, cost of \$500 to host/participate in HarvestFest. Heidi to provide more details on logistics.
- Suggestion for mariachi band from Mis Amigos – to participate in HarvestFest.
- Heidi suggested \$25 fee to send invite to 4K crafters – all agreed.

### Other

Publish our meeting dates on our web page

Bill will take this responsibility

### Next Meeting:

Tuesday, September 20, 2016.