

DDMO MEETING
JANUARY 24, 2017

Attendees: Heidi, Jason, Adam, Peg

Retail Storefronts – discussed next target to have FIT student assist with retail store fronts. Targets suggested, Ray's Pharmacy for store front. Photoshop for Morse Plaza to make suggestions for anticipated renovation and replacement of windows.

Peg will follow up with Gabby for both. Genesis Bridal cost approximately \$60 for 4.5 hours of time plus supplies.

Fundraiser – team suggested a spring fundraiser, particularly if we want to continue to work on creating a plan to fund assistance with store front renovations. Each member tasked with ideas for next meeting.

HarvestFest – Heidi has not yet sent the Early Bird Special promos. She plans to send next week.

Marketing Booklets – we have remaining marketing booklets. Heidi suggested we drop at the Economic Development office, so they can assist in distribution.

Heidi to contact Middlesex County Economic Development team to participate in future meeting.

Economic Development – Jason relayed input from a study done on Economic development for Dunellen. One suggestion was more ethnic marketing and promotions to leverage current demographics.