

Minutes, Dunellen Downtown Management Organization
December 8, 2015

Attendees: Bill, Heidi, Maria, Jason, Adam, Ken

Absent: Peg

Jason handed out the DDMO work plan created upon conception of the organization. We reviewed the Purpose and Goals and concluded that the purpose portion remains accurate. However the goal to become part of Main Street is questionable as it requires a great deal of funding from the Borough since we would need to have an Administrator on staff.

Pertaining to the portion of improving the economy and improving the appearance we fall short. This led to discussions around the following

- Hire a professional to consult merchants on how to present their goods or services using proper window decorations and displays. We would take a portion of our funds and use this to pay for the services. The thought was to have merchants apply for help and we would approve the services and dollars.

Action – Heidi has connections and can reach out to see if a professional would be interested in the opportunity to work with us.

- As far as improving the economy we discussed advertising our available retail space using Middlesex County opportunities. Heidi had detailed information on this. One problem we have is we do not know the square footage of each business. Ken checked with the fire inspector thinking he would have it but does not.

Action – Ken will ask the tax office/assessor to see if he knows

Action – Heidi to contact the County and see what we need to do to send them the information

Recruiting new business

- We need to send out the marketing brochure to a variety of organizations

- Action – Jason to identify realtors within a 5 mile radius and send them the cover letter presented during the meeting with 2 brochures and an order form for more

- Action – Adam to identify the top 10 – 15 franchise opportunities in the area, include main office contact information – we will use this data to send them the same literature

- Action – Jason to send the same information to the top 100 businesses from NJ magazine.

- Action – Bill to see if we can load the marketing brochure on Dunellen’s new website

Food Truck/Musical Festival

- Jason and Maria presented the idea and handed out some information and map of the Washington Park layout. The organization thought it was an idea worth presenting to the Mayor and Council.
- Need to consider the following additional expense – Police OT, DPW cleanup crew, light towers, and port-a-johns
- Action the DDMO team needs to attend the next Council meeting of 12/21 to present the idea. If approved we need to meet and work out the detail

Farmers Market

- Maria handed out a PowerPoint presentation of the overall status. More work needs to be done but we need to get the Mayor and Councils approval
- Action the DDMO team needs to attend the next Council meeting of 12/21 to present the idea. If approved we need to meet and work out the detail

Finances

- Action Bill needs to send the members a financial statement, so we have a clear understanding of what funds are available

Note of caution that we do not bite off more than we can chew. We only have a staff of seven people. In order to be successful we need to recruit help.

Also, we have limited funds, so we may have to pick and choose what we want to do.