

Meeting opened at 6:30 held via zoom and in-person, Senior Center.

Attendees: Theresa, Crisol, Jaleesa, Bill, Lauren, Nicole, Heidi, Tara, Peg

- Rope lights - DDMO funded and Chris Cotty hung the rope lights which are on the decorative lamp posts in town. Peg checked with Alex to see if we should invest in new rope lights and if there is a better way to team with DPW on this effort. Alex said DPW would prefer that we not replace the lights and offered to remove them. We asked Alex to save the newer lights, which were recently hung between the Rescue Squad and Zupkos. We will work with the committee and DPW to see if we can redeploy the remaining rope lights (approx 10) in other locations. Also, Peg to get estimates for bistro lighting between poles.

DDMO members noted that it would be a shame to remove the rope lights because we have received such positive feedback on their presence, and marking the downtown business area. Crisol said she would like to discuss further with Teresa regarding a Council discussion.

-SID - Special Improvement district - meeting has been postponed from January 15, 2025 to a later date, not yet scheduled. The meeting would discuss the special improvement district concept, the benefits, and other towns where it has been successfully implemented. Targeting end of March for the next SID meeting.

- 5K run is scheduled for Sat March 29 This event is being sponsored by Middlesex County, and is being done to raise awareness to the watershed and the litter trap which is in Dunellen. The event would kick off Saturday morning, with registration, music, artists, and performers at the gazebo in Washington Park. Middlesex County will invite a sculptor who works with debris to create sculptures, and will invite other artists to set up in Washington Park that day. Need to discuss sponsorships from town, gift cards, contributions. DAICC will participate and provide stencils of fish found in the Green Brook for the children to color/paint.

- Spring into Wellness - is scheduled for May 4th. This event provides a forum for health focused businesses in town to participate and display their services. In the past, Yoga Essence, All Day Fitness, GDC, and other health related businesses in town were invited to participate in performances, or encouraged to set up tables to provide awareness of their services. This event coincides with the first day of the open air market. This event is a joint effort between DDMO and the Friends of the Dunellen Library. This year it may also include a car show, from North Washington Avenue to Madison Avenue. We are working with Karl Jackson to finalize the date. The Resolution has been passed and the permits to close the street have been submitted.

Committee agreed to spend up to \$50 for yoga mats to support Yoga Essence performance, and to have on hand for the Recreation Center, Senior Center and any other town events.

Tara will reach out to Yolanda to see if she will support a zumba demonstration, as she did last year.

DDMO logo discussed for promotional material - Billy needs a high resolution image of our logo. Heidi and Glenn are going to look for a high resolution version of the logo.

We should have 4 mural boards sketched by May 4, so will bring them to the Spring into Wellness event for the community to help paint.

- Harvestfest - 2025 is scheduled for Sunday October 12 of this year. Heidi will begin early bird marketing for the event and will send the posts to Billy.

Karl Jackson is scheduling a car show with the American Legion on October 12 (same day). The committee agreed we could not shut down Route 28 on that day, but we would be able to cross market and hold the car show at the train station.

Committee discussed ways to cross promote both events to encourage people to visit both areas. Also, putting up wayfinding signs to help direct people where to go.

-Holiday trees - for downtown have been removed. Peg followed up with Alex to make sure the invoices were processed and credited to DDMO - Kelly Seader confirmed.

- 2025 DDMO officer elections were held. New committee officers are listed below:

- Secretary - Nicole Moore
- Treasurer - Lauren Meyers (and also social media for DDMO)
- Vice Chair - Heidi Heleniak (and also social media for DDMO)
- Chair - Peg Lockwood

- Next Stop - Lauren reported that Billy will be taking over Next Stop - she is going to follow up with Billy to confirm status.

-Grand Openings – Saturday, March 1st there will be 2 Grand Openings in town. Luxury Kitchen & Bath at 11am and The Wick Studio at 1pm.

The meeting was adjourned at 7:10