

**BOROUGH OF DUNELLEN**  
**ORDINANCE # 2024- 20**

The following ordinance was Introduced for first reading on June 3, 2024. A second reading, public hearing and adoption is being held at 7:00 p.m. in the Dunellen Borough Municipal Building, 355 North Avenue, Dunellen, New Jersey, on June 17, 2024, and copies of this Ordinance have been posted on the public bulletin board prior to the date for second reading and final passage and copies of this Ordinance have been available at the Office of the Borough Clerk for any interested members of the public.

**AN ORDINANCE OF THE BOROUGH OF DUNELLEN, NEW JERSEY, ADDING A  
NEW CHAPTER 16 TO THE DUNELLEN MUNICIPAL CODE CREATING THE  
DUNELLEN DOWNTOWN MANAGEMENT ORGANIZATION, DEFINING THE  
GOALS AND RESPONSIBILITIES OF THE ORGANIZATION AND ESTABLISHING  
THE METHOD OF APPOINTMENT OF MEMBERS**

**CREATION OF THE DUNELLEN DOWNTOWN MANAGEMENT ORGANIZATION**

The Borough of Dunellen shall have a Dunellen Downtown Management Organization (DDMO) which shall advise and assist the Borough in planning and promoting economic development and various improvements within the Borough.

The Dunellen Downtown Management Organization shall consist of a fifteen-member advisory committee to serve as the Dunellen Downtown Management Organization. All members shall serve a term of one year and shall serve as volunteers. Members shall be appointed by the Mayor. The committee shall have a mix of public and private members as follows:

- Borough Administrator or designee (1)
- Members of Borough Council (2)
- Member of Dunellen Planning Board (1)
- Member of Dunellen Historical Society (1)
- Members of the Business Community (6) - Must be Business and/or Property Owners in the Downtown District/Transit Village District
- Members that are Residents of Dunellen and/or Local Civic Leaders (4)

**GOALS OF THE DUNELLEN DOWNTOWN MANAGEMENT ORGANIZATION**

The specific goals and objectives of the Dunellen Downtown Management Organization are as follows:

1. To build an organization that is a public/private partnership between the municipal government and the professionals, merchants, businesses, residents and visitors of the downtown.

2. To foster economic redevelopment by recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of the downtown's entrepreneurial merchants and professionals.
3. To emphasize design enhancements which affect the visual appearance, attractiveness and traffic management of the downtown business district. This may include, but not be limited to: historic building rehabilitations, street and alley clean-ups, parking and traffic calming issues, colorful banners, landscaping, and lighting.
4. To promote civic pride and economic viability by marketing a uniquely Dunellen image to entice shoppers, investors, residents and visitors. This may include but is not limited to: festivals, retail events and image development campaigns.

### **RESPONSIBILITIES OF THE DUNELLEN DOWNTOWN MANAGEMENT ORGANIZATION**

1. Adopt by-laws for the regulation of its affairs and the conduct of its business and to prescribe the rules, regulations, and policies in connection with the performance of its functions and duties.
2. Conduct annual elections for executive board members.
3. Conduct regular meetings not less than six (6) times a year.
4. Employ such person(s) as may be required, and fix and pay their compensation from funds available to the organization.
5. Apply for, accept, and administer, funds, gifts, grants, and donations to the organization in consultation with the Borough Administrator.
6. Administer and manage its own funds and accounts and pay its own obligations.
7. Recruit new businesses to fill vacancies in, and to balance the business mix of the downtown.
8. Organize special events in the downtown.

Approved June 17, 2024