



DWC Board of Directors Meeting
Wednesday, February 15, 2023 - 7:30 PM

AGENDA

7:30 Meeting called to order – DWC Chair, Lillian Pien

- Roll Call

Chair's Report – Lillian Pien

- Approval of January 2023 Minutes
- General update

Treasurer's Report – Anthony DiTommaso

- Approval of January 2023 Financial Report

Director's Report – Samantha Horning

- Onboarding
- Introductory meetings (Town Council, Town Department Heads, all 3 DWC committees, GWACC, Green Committee)
- Introductory meetings with partners outside of Westfield/DWC (multiple meetings with One Westfield Place/ HBC/ Streetworks, NJ.com, TAP into Westfield)
- Main Street: onboarding, training, upcoming conference
- DWC marking: Launched LinkedIn Page, interviewed potential content writers, business cards, new event signage
- Specific campaign work: One Westfield, Valentine's Day Gift Guide, Black History Month
- Review working relationship with Social Status
- Local business support (Rumble, Heartwork, spoke with # of commercial brokers)

Design Committee Report – Peg Lockwood

Promotions Committee Report – Erin Ben-Hayon

Economic Vitality Committee Report – Steven Rinn

Mayor Brindle Report

Liaison Reports

- Councilwoman Linda Habgood
- DPW Supervisor Craig Gibson
- GWACC Director Gene Jannotti

Public Comment

Adjournment

Next DWC Board Meeting *ZOOM ONLY*: – March 15, 2023 @ 7:30 pm