



**Downtown Westfield Corporation**  
**Board of Directors Meeting Minutes**  
February 17, 2021

**Present:**

Patricia Hanigan, Chair	Bob Conway
Dawn Mackey, Council Liaison	Michael La Place
Jim Donofrio	David Casiere
Anthony DiTomasso	Lew Kimble
Lillian Pien	Roberta Loew
Jerry Eicke	

**Absent:**

N/A

**Also Present:**

Mayor Shelley Brindle, ex office	Peg Lockwood, Design Committee
Jim Gildea, Administrator, ex officio	Ian Hooks, Economic Vitality Chair
Erin Ben-Hayon, Promotions Chair	
Beth Brenner – DWC	
Bob Zuckerman - DWC	

**Public:**

Rebecca Mehorter – The Leader

**Chair's Report**

- Minutes from January 21, 2021 meeting approved by board

**Secretary's Report:** N/A

- Approval of minutes from January 21, 2021 meeting approved by board

**Financial Report**

- Nothing out of the ordinary
- Financial report approved

**Executive Director's Report** – Bob Zuckerman

- Holiday survey results
  - Unfortunately, response to survey was low
  -
- Streetworks meeting
  - Meetings taking place with property owners
  - Next week meetings will be for business owners and commercial brokers
  - Mayor Brindle and Anthony going to assist with outreach to commercial brokers to drive maximum participation
- Office situation
  - Unanimous approval from executive board to move to new location

- New location TBD
- During transition DWC will be working remotely
- Prevailing Wage legislation
  - A1571 passed Assembly Labor Commission
  - Bill will impose prevailing wages on public projects that get a “pilot”
  - Coalition has formed including State League of Municipalities to announce opposition
  - Mayor Brindle communicated that there is incredible support from all mayors across state to oppose and limit ability to redevelop cities and towns
  - Governor Murphy has been updated
  - DWC passes unanimously opposition to Wage legislation
- New businesses and vacancies
  - Face Aesthetics Artistry
  - Cohesive
  - Sweet Basil replacing L’Avash

**Design Committee Report – Peg Lockwood**

- Motion approved to support raising maximum grant requests to \$700
- Working on ideas to improve Quimby in time April opening including lighting, landscaping and signage for Quimby

**Economic Vitality Committee Report – Ian Hooks**

- 1<sup>st</sup> committee meeting including full agenda
- JD Consulting delivered update – still focused on meeting with business owners
  - Westfield needs to continue to be a destination
  - New businesses need to target millennials
  - Expecting draft of report in April
- Beyond Main satisfied with holiday season
  - \$10K in gift card sales
  - \$8K in regular sales
  - 2021 goal is to have 40 businesses participate
- Resident who founded Local, a FinTech company
  - Platform is Venmo for businesses
  - Business is in early stages
  - Will approach retailers and consult with him
  - Will refer to our Tech Advisory Committee to further vet opportunity

**Promotions & Events – Erin Ben-Hayon**

- Light & Art see-saw installation entitled “Glow Downtown”
  - Timing is March 5-21
  - Brings “warmth & light” downtown while supporting the arts
  - Expecting visitors from across the state
- Scavenger Hunt
  - Clue Hunt in development for downtown

**Mayor Report – Shelley Brindle**

- Focus on Streetworks and master plan implementation which are moving on target
  - Feedback from community will be important

**Liaison Reports**

- Councilwoman Mackey
  - Bob and Dawn walked throughout town with Streetworks and consultant Dan Biederman

- 2021 goal to connect DWC with Art Installation Committee to drive future art projects
- Jim Gildea - Town of Westfield, Administrator
  - Preparing for DWC Finance Committee meeting to present DWC budget to be publicly adopted in April.
- Gene Jannotti
  - N/A

**Public Comments**

- No residents present

Meeting adjourned and moved to Closed Session Budget session

- Reviewed 2021 budget line by line

Approved motion to take meeting out of closed session.

Patricia Hanigan made motion to adjourn. Meeting adjourned at 9:07 pm

Next meeting – March 16, 2021

Respectfully submitted,

Jim Donofrio  
Secretary