



**Downtown Westfield Corporation**  
**Board of Directors Meeting Minutes**  
February 16, 2022

**Present:**

- Patricia Hanigan, Chair
- Jim Donofrio
- Lew Kimble
- Roberta Loew
- Michael LaPlace
- Scott Katz, Council Liaison
- Anthony Di Tomasso
- Lillian Pien
- Burim Regjaj
- Amy Fixler
- Peg Lockwood, Design Committee
- Erin Ben-Hayon, Promotions Chair
- Steven Rinn, Economic Vitality Chair

**Absent:**

- Roberta Loew
- Les Trent

**Also Present:**

- Dawn Mackey, Council – ex officio for Mayor Shelley Brindle
- Craig Gibson, DPW, ex officio
- Bob Zuckerman - DWC
- Beth Brenner – DWC
- Gene Jannotti, GWACC

**Public:**

- Remy Samuels – The Patch
- Matt Kadosh – The Patch

**Chair's Report**

- Roll call

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

- Approval of minutes from January 19, 2022 by board unanimously
- Motion passed unanimously to remove Jerry Eicke and replace with Anthony for bank signature

**Financial Report – Anthony Ditommaso**

- December 2021
  - 28.6K carryover
- January 2022 Report
  - Budget not yet finalized
    - Meeting with committee heads to review respective budgets

- January budget and expenses in line with previous years
- Motion passes to approve financials for December 2021 & January 2022

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

- Open Container Ordinance
  - Met with Chief and reviewed pros & cons
  - Currently with council members to study and propose ordinance
- Main Street NJ Grant Ordinance
  - Grant is for \$75K
  - Submitted proposal around Rialto for improvements and beautification around theater
  - Deadline was Friday, 2/11
  - Expected total budget is approximately \$90K
  - Total NJ Grant fund is \$1M
- Brokers Event
  - Scheduled to take place on Wednesday 3/2 @ 5:30-7:30pm
  - For commercial brokers from Northern and Central NJ
  - Goal is to showcase downtown and rediscover Westfield
- Zoning Update
  - Proactively exploring zoning changes to allow for greater number of uses downtown
  - Drafting ordinance with goal to be passed to allow for more permitted uses in time for the Summer
- New Business & Vacancies
  - The Green Room - CBD Store
  - Hutzpah Kitchen – former Savory Spice space
  - Excel Physical Therapy – moving to former Po space across from Addams Tavern
  - Acupuncture & Healing – 189 Elm Street
  - Evelyn Dunn Gallery opening annex in conjunction with Ricardo Roig Collection on South Side

**Design Committee Report – Peg Lockwood**

- Assisted with Main Street Grant
- Renovation Grant
  - Eileen Conway (next to The Green Room) = estimate is \$17.5K
    - Recommended grant of \$3K on hold until budgets completed

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

- Focus on the holidays to execute a big 2022 Christmas
- Girls Night Out
- Planning March/April Event
- Sweet Sounds
- Exploring Art Installation

**Economic Vitality Committee Report – Steven Rinn**

- No real updates – replacing a few
- MJB Consulting to be presenting in today's meeting
- Michael Berne/MJB Consulting
  - Reviewed Phase 1 Summary
    - Positioning and tenanting strategy
  - Presentation of Phase 2 Retail Report

- Landlords & Brokers - A tenant's market
- Recruitment – Prospecting, filtering and pitching
- Land Use/Zoning
  - Tiered structure for ground-floor utilization
  - Flexibility to accommodate industry revolution
- Other
  - Collaborating with Street Works
  - Making Open Quimby permanent
  - Updating parking study
  - Developing additional datasets
  - Devising a meaningful brand identity
  - Requiring activation of long-term vacancies
- Workplan for DWC
- Proposed roles for Town and private sector actors
- Implementation Plan

**Mayor Report** – ex Officio Councilwoman Dawn Mackey

- Not too much to report
- Westfield Public Art Commission received grant to support Rialto project

**Liaison Reports**

- Councilman Scott Katz
  - Focus is currently on annual budget
- DPW Supervisor Craig Gibson
  - Nothing to report
  - Expecting PSEG to install meter which will lead to lighting East Broad Street underpass
- GWACC Director Gene Jannotti
  - May 4<sup>th</sup>: sponsoring webinar with focus on NJ's new bag law
  - Spring Fling: approved and invitations sent to vendors

**Public Comments**

- No residents in attendance

Meeting adjourned at 8:44 pm for Executive Session.

Patricia Hanigan made motion to adjourn.

Next meeting – March 16, 2022

Respectfully submitted,

Jim Donofrio  
Secretary