



**Downtown Westfield Corporation**  
**Board of Directors Meeting Minutes**  
April 19, 2023

**Downtown Westfield Corporation April 2023 Meeting**

**Present:**

Lillian Pien	Burim Regjaj
Lew Kimble	Linda Habgood
Roberta Loew	Amy Kobberger
Les Trent	Lauren Bieber
Michael LaPlace	Mayor Shelley Brindle, ex officio

**Absent:**

Erin Ben-Hayon, Promotions Chair	Anthony DiTommaso
Kelly Richardson	

**Also Present:**

Samantha Horning – DWC	Peg Lockwood, Design Chair
Craig Gibson, DPW, ex officio	Beth Brenner – DWC
Steve Rinn, Economic Vitality Chair	Gene Janotti - GWACC

**Public:**

Andrea Crowley – TAP

**Chair's Report**

- Roll call
- Approved March 2023 Minutes. Motion by Burim Regjaj, second by Lew Kimble

**Treasurers Report – Given by Samantha Horning for Anthony**

- No unusual spending – everything is on track
- Budget will be approved Tuesday
- Carry over from 2022 allocated and approved by Burim Regjaj and second by Lauren Bieber

**Executive Director Report – Samantha Horning**

- Attended all DWC meetings
- Met with Dan Bederman and members of BRB team to discuss daytime programming for Quimby and partnership for future events
- Another meeting with Amanda from Street works – discussed doing small business workshops for the businesses within the SID
- Meeting with peer coach from Mainstreet America regularly
- Mainstreet America district meetings

- Non-profit status – possible to achieve C3 status this year
- Rearranged office and organized storage
- New lights for Christmas trees – reached out to multiple places for estimates
- EV charging stations showing our events and promoting new businesses
- Attended AHD and Stonewater ribbon cutting
- Sam opening the new sip and paint at the old design hub location

#### **Design Committee Report – Peg Lockwood**

- Working on planters – reduced number of half planters because difficulty watering
- Thinking about doing Evergreens in the planters
- Quimby street is getting new planters and putting half planters onto the barriers
- Not ordering as many palms for Quimby street
- Met with Samantha and spoke about new ideas and pricing

#### **Promotions & Events –Roberta Loew for Erin**

- March menu was a success – gave away 5 giftcards
- Willy Wonka Chocolate tour – many people out and about; people seemed to have a good time
- Midday madness coming up and 27 business so far are involved
- Girls’ Night Out – Mary Calvi coming to The Life – Coldwell Banker are sponsoring the bags
- Getting Andrew McCarthy for a book signing and Q&A on Mother’s Day at the Rialto

#### **Economic Vitality Committee Report –Steven Rinn**

- Merchant onboarding Brochure finished and will be given to new and existing businesses
- Mobile directory will have a soft launch by the end of the month and a full launch on Girl’s Night Out
- Looking into tracking mobile data in town at events

#### **Liaison Reports**

##### **Mayor Shelley Brindle**

- New wine store opening on North Ave – taking liquor basket license
- Street works moving forward
- Hosting walking tour May 19 starting at One Westfield Place and having a Q&A – possibly have a tasting tour along the way
- Another walking tour in June requested from economic vitality leader

##### **Linda Habgood**

- Free market happening Earth Day
- Board of ed vote on Tuesday
- Kickoff to mental health awareness month on the 30<sup>th</sup>

##### **Craig Gibson – DPW**

- Spring Fling May 7
- Helped library with their annual book sale
- Tour de Westfield coming up soon

##### **GWACC Director Gene Janotti**

- 75<sup>th</sup> anniversary gala on April 27 – 175 people signed up so far
- Spring fling – sold out all the space a month ahead of time so got more space in Atlantic Health parking lot to hold 15 more vendors
- May 4 – Professional women’s quarterly session

- May 9 – young professional organization meeting in Garwood
- Health and wellness alliance will meet in June

**Public Comments**

- N/A

Lillian Pien made motion to adjourn. Meeting adjourned at 9:00 PM

Next meeting – Wednesday May 17 at 7:30 will be hybrid