



Downtown Westfield Corporation
Board of Directors Meeting Minutes
July 19, 2023

Present:

Lillian Pien
Lew Kimble
Roberta Loew
Jeff Kirshenbaum
Linda Habgood

Les Trent
Burim Regjaj
Lauren Bieber
Anthony DiTommaso
Michael LaPlace

Also Present:

Craig Gibson, DPW, ex officio
Gene Janotti – GWACC
Samantha Horning – DWC

Steve Rinn, Economic Vitality Chair
Erin Ben-Hayon, Promotions Chair
Beth Brenner – DWC

Absent:

Mayor Shelley Brindle, ex officio
Peg Lockwood, Design Chair

Amy Kobberger – Board member

Public:

Katie Moen – Westfield Leader
Jackie Lieberman – TAP into Westfield

Chair's Report

- Roll Call
- Review June minutes
- Voted on the Mainstreet transformation grant – Vote passed with full support of attending Board Members
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Approved June 2023 Minutes. Motion by Linda Habgood, second by Lauren Bieber

Treasurers Report – Anthony DiTommaso

- Design spent \$7,000 this month for Quimby flowers; Sign grants in the works
- Economic Vitality: Everything in line
- Promotions: \$3,000 spent on bistro lights; \$15,000 credit (reimbursement from the town for their part in deposit to new company installing holiday decorations.)

DWC - Samantha Horning

- Committee meetings and WPAC meetings along with Streetworks meetings
 - Gearing up for workshop coming up
- Nonprofit designation: Received first draft of amended certificate of incorporations and bylaws – replied and asked for different revised and still waiting for response
- Waiting to hear back from Greg Blasi about the possible amphitheater – spoke to Shoreline and got another referral to get estimates for the project
- Been partnering with outside organization to get more programs running on open Quimby
- Office attended training for the map app
 - Parking signs went up with QR codes for map app
- Putting a survey out for Sidewalk Sale
- Shakespeare in Foundation Park is well underway
- 15.3k followers on Instagram - 123 on LinkedIn
- SugaringNYC and Fortis have finished outsides – not sure when they will open
- Apricot's sign went up at new store at 31 E Broad St.
- Divine Cigars is coming in on West Broad St.

Design Committee Report – Samantha Horning for Peg Lockwood

- Spoke about grants
- Putting designs together for next month
- Purchasing items for Quimby Street
- Two sign grants went out for Casa Gourmet and Rumble Boxing

Promotions & Events – Erin Ben-Hayon

- Open Quimby looks great
- Sweet Sounds has been packed along with restaurants on those nights
- Sidewalk Sale had more younger shoppers
- Shakespeare is the next big event coming up - trying to up ticket sales
- Next meeting will discuss Fall activities

Economic Vitality Committee Report –Steven Rinn

- Merchant Engagement series begins next week
- Mobile directory training
- Signs in parking lot and window stickers with QR code to the mobile directory will be going up in downtown store fronts
- Next step is to get info and photos to populate the app with

Liaison Reports - Linda Habgood for Mayor Shelley Brindle

- Photography exhibit in downtown train station
- Storm water problems – looking into solutions to help with these issues
- AddamsFest schedule coming out in 3 weeks
- Bike Oasis opened
- One of the solar benches installed

Craig Gibson – DPW

- Open to suggestions of where to put the other three solar benches
- Make adjustments to the QR codes placed out – just wanted to get them out quickly and focus on making them look better as time goes on
- Assisted with art installation

GWACC Director Gene Janotti

- Canceled July 9 Fan Jam due to storms coming up – Had emergency meeting and decided to give everyone a 70% refund or 100% credit to future event
- Breakfast event on July 25 and after hours event in Garwood
- Legislative event coming up – usually 75-100 people
- Met with NJ Chamber of Commerce and Business Action Committee – spoke about website, business.nj.gov that is setup to be a first stop to start a new business in Jersey
- Festifall is running smoothly so far

Lew Kimble made motion to adjourn and Roberta Loew seconded. Meeting adjourned at 8:28 PM

Next meeting – Wednesday, August 16 at 7:30 will be hybrid