



DOWNTOWN **Westfield** CORPORATION

A MainStreet Community

Downtown Westfield Corporation

Board of Directors Meeting Minutes

September 20, 2023

Present:

Lillian Pien

Lew Kimble

Roberta Loew

Jeff Kirshenbaum

Linda Habgood

Lauren Bieber

Burim Regjaj

Les Trent

Amy Fixler

Mayor Shelley Brindle, ex officio

Also Present:

Gene Janotti – GWACC

Peg Lockwood, Design Chair

Samantha Horning – DWC

Erin Ben-Hayon, Promotions Chair

Beth Brenner – DWC

Craig Gibson, DPW, ex officio

Steve Rinn, Economic Vitality Chair

Absent:

Anthony DiTommaso

Michael LaPlace

Public:

Jennifer Rubino – Westfield Leader

Tyler Brown - TAP

Chair's Report

- Roll Call
- Review August minutes
- Met with Mainstreet about board/committee training
- Met with consulting company that came back with a proposal to help with a strategic plan along with one training
- Want to set up small committee to help evaluate all proposals coming in
- Begin to start taking more votes at these meetings about what each committee is doing

Approved August 2023 Minutes. Motion by Lew Kimble, second by Linda Habgood

Treasurers Report – Lew Kimble for Anthony DiTommaso

- Thank 3 committee chairs/ committees to show what each of their budget forecasts will look like – shift funds to better utilize them
- Design committee: Currently have 38k in budget – includes some carry over from 2022 – Peg has a lot of ideas for the funding
- Economic Vitality: still needs to budget some things – could have available funds for the group to start the placer AI project that was targeted for 2024
- Promotions: remaining 49k budget – still have 3 events to be done – could have surplus
- Mainstreet grant (targeted towards Quimby) - over \$6500 spent already – Going to make all tents uniform; Make Quimby pretty

DWC - Samantha Horning

- Met with AddamsFest committee
- Moving forward with next workshop scheduled for October
- Met with Library about platform we will open up to our businesses
- Editing the documents for our non-profit revision
- Met with Julie about 250 anniversary of Declaration of Independence and the events in town
- Hosted a taekwondo class on Quimby through partnership with the YMCA
- Family Yoga coming up with the YMCA in Foundation Park
- Walked around with Greg looking at mappedin app QR codes
- Uploaded first batch of businesses onto Mappedin
- Small business Saturday: #UClovesmallbiz is coming out – working with county on what that will look like
- PSENG rolling out direct install program offering discounts for business owners
- Walking tour with congressman Tom Kane
- Ribbon Cuttings past month: Casa Gourmet, Rumble, StretchLab
- Two closings: Psychic Boutique, Estella's Mini Market

Design Committee Report – Peg Lockwood

- Visited Maize about the renovation – large investment being put into it
- Historic renovation line item – will recommend the whole budget goes to Maize due to the extent of renovations they are doing and no other historical renovations are set in place
- Lighting budget \$6k – trees are not mature enough for bistro lights, so will do the poles with cement blocks
- \$4k allocated for banners – want to take another 1k for consultant to do the design (from signage line item – estimated to spend 6k from that budget)
- Took a vote to move the allocated historic renovation funds to Maize – vote passed
- Voted to reallocate streetscapes money to put bistro lights on elm street – vote passed

Promotions & Events –Erin Ben-Hanon

- October Wicked Windows – mainly promotions and cleanup
- AddamsFest Dog/cat Parade
- Rocky Horror Picture movie – will talk about it more next week not sure what the details are yet
- Tree Lighting Nov 26 for Small Business Saturday – gift card giveaway

- Holiday Planning: additional lights, possible decorations, instagramable moment, celebrating nights of Hanukkah - first and last nights, 3 different locations for photos with Santa, change street names to fun festive names, Miracle on Elm Street mailbox
- Tabling the vote for next month so we have more details

Economic Vitality Committee Report –Steven Rinn

- Placer Ai: goal is to present trends to help board
- Downtown Directory: getting used to it, learning how to utilize it best, had about 3k scans of the QR code since it's been out (about 6 weeks); gives you device info, where it was scanned, and funnel (who's searching what or what they are selecting)
- Merchant Engagement Series – next one in October about merchant collaboration
- Another committee member is joining the Merchant Engagement Series

Liaison Reports - Linda Habgood for Mayor Shelley Brindle

- Maize took on this large historic building – still working on updating, dug out basement deeper for bathrooms, working on utilities, permits are all in, hopefully will be opening soon
- Spending a lot of time on liquor license reform – hoping to see some legislation moving on that by the end of the year

Craig Gibson – DPW

- Working with other committees to achieve everything they need
- AddamsFest décor is going up
- Christmas and Hannukah decorations going up
- Mobile Directory signs are up and will be adjusted over time – reinstall new poles and make them more visible
- Assisting putting the lights up on Elm

GWACC Director Gene Janotti

- Unable to join
- On September 26 - young professional networking event – speaker is Arial Cassidy from Juice House

Public Comments

Jeff Kirshenbaum made motion to adjourn and Lew Kimble seconded. Meeting adjourned at 9:17 PM

Next meeting – Wednesday October 18 at 7:30 pm will be hybrid