



Downtown Westfield Corporation

Board of Directors Meeting Minutes

October 20, 2021

Present:

- Patricia Hanigan, Chair
- Dawn Mackey, Council Liaison
- Jim Donofrio
- Lew Kimble
- Michael LaPlace
- Mayor Shelley Brindle
- Bob Conway
- Roberta Loew
- Peg Lockwood, Design Committee
- Erin Ben-Hayon, Promotions Chair
- Steven Rinn, Economic Vitality Chair

Absent:

- Lillian Pien
- Anthony DiTomasso
- Jerry Eicke
- David Casiere
- Gene Janotti, GWACC

Also Present:

- Craig Gibson, DPW, ex officio
- Bob Zuckerman - DWC
- Beth Brenner – DWC

Public:

- Jesse Winter – The Leader
- Matt Kadosh – The Patch

Chair's Report

- Roll call

Secretary's Report: N/A

- Approval of minutes from September 22, 2021 by board unanimously

Financial Report

- September 2021 Report
 - Budget wise looks good and expenses are consistent
 - New item: Social Status Co. - \$4K for social media & PR services
 - Sweet Sounds Downtown
 - Motion passes to approve financials

Executive Director's Report – Bob Zuckerman

- September Job Fair
 - In partnership with QWACC & Union County
 - 125 attendees
 - 25 different small business participated
- Merchant Town Hall meeting summary
 - Introduced merchants to Yifty gift card partnership
 - Very simple for businesses to join and participate
 - DWC and Yifty to handle all promotion
- Quimby Street plans
 - DPW to dismantle tents in November and turn back to two-way traffic
 - Developing plan with retailers to safely store heat lamps
- Office update
 - Planning for ribbon cutting for new space at 133 Prospect Avenue
- National Main Street Grant
 - T-Mobile sponsoring in partnership with National Main Street
 - Fifty national communities will be awarded \$50K
 - Motion Board approved retail promotion submission
- New businesses and vacancies
 - Recovery Stretch Studio – executed ribbon cutting
 - Mimi & Hill – holiday pop up shop – ribbon cutting on 10/21
 - Willich Art Gallery – ribbon cutting 10/23
 - Blissful Beauty – ribbon cutting 10/24
 - Salty Paws – still exploring retail spaces
- Discussion with DPW to explore adding shade trees near Lenox.

Design Committee Report – Peg Lockwood

- G Aesthetics – grant for signage
- Blissful Beauty – redesign of signage

Economic Vitality Committee Report – Steven Rinn

- MJB Project:
 - Phase 1 completed and presented to board
 - Phase 2 in process and completing soon
 - Opportunities designed to fill vacancies downtown
- Exploring focus group for biking downtown project – to discuss with Bicycle Board
- Next meeting to be in person at new offices (133 Prospect Avenue)

Promotions & Events –Erin Ben-Hayon

- Girls Night Out
 - Success for businesses despite having to be rescheduled
- Halloween best dressed contest
- Christmas focus
 - Shop Local promotion
 - Exploring gift wrapping, Santa & Elves, Instagram station
 - Ice carving sculptures

Mayor Report – Shelley Brindle

- Presentation from Street Works will be rescheduled

- Plan to present town end of 2021 / early 2022
- Focused on gearing up for the holidays

Liaison Reports

- Councilwoman Dawn Mackey
 - AddamsFest was big success
 - Addams Family Festival on Sunday (retailers saw increase in business)
 - Art Exhibit currently at the Rialto
 - Rocky Horror – SOLD OUT
 - The Blob – next week
 - New artwork in place under Central Avenue underpass
 - Full active list of events being planned
- DPW Supervisor Craig Gibson
 - Quimby Street space to be removed in November (based on resources and weather trends)
 - Board recognized hard work and improvements to public space beautification and street lighting
 - Working on lighting to illuminate murals and sidewalks. Central Avenue will be next.
- GWACC Director Gene Janotti
 - N/A

Public Comments

- No residents in attendance

Patricia Hanigan made motion to adjourn. Meeting adjourned at 8:25 pm

Next meeting – November 17, 2021

Respectfully submitted,

Jim Donofrio
Secretary