



News from Downtown Westfield NJ, a Classic Town for Modern Families

December 2017

*IN THIS ISSUE: New Mayor & Council Members, Holiday Entertainment & Free Holiday Parking, Miracle on Elm Street Shopping Spree Contest, Grand Openings, Ferraro's New Ballroom, Upcoming Events, Holiday Shopping, Food & Wine, Extended Hours for Holiday Liquor Sales, Pay for Street Parking with an App, Fitness, Podcast with Sherry Cronin*



Photo credit: Westfield Democratic Committee.

## **Welcome New Mayor Shelley Brindle & Council Members!**

The Downtown Westfield Corporation (DWC) would like to congratulate Shelley Brindle on becoming the first female Mayor of Westfield and our next fearless leader! We look forward to engaging with her and new council members David Contract, Michael Dardia, Linda Habgood and Dawn Mackey to solve some of our current challenges and partner for an exciting and prosperous future. The staff and volunteer committees

look forward to working with them and existing council members Frank Arena, Jo Ann Neylan, Mark LoGrippe and Doug Stokes.

The DWC would also like to express appreciation for board member Sam Della Ferra for six years of service and outgoing Mayor Andy Skibitsky for 12 years of leadership and support of Downtown Westfield. This organization is based on strong volunteerism, and the dedication of seasoned volunteers like Sam and Andy, as well as inspiring new people to get involved, is what keeps this organization vibrant.

## **Holiday Entertainment & Free Parking in Downtown Westfield**

The DWC sponsors family entertainment during the holidays in December, typically on Thursdays, Saturdays and Sundays. The fun, roaming musical entertainment has been a Westfield tradition for decades and includes Yuletide Carolers, Watson Highlanders Bagpipe Band, NJ Workshop for the Arts Alphorns and Brass Quintet, The Harmonics, Twisted Mustache Barbershop Quartet and WHS Choir. Bring the kids and come shopping downtown!



DWC Tree Lighting on November 26: Credit: Paul Mecca of Westfield Neighbors Magazine, Meccography.com

## Schedule of events for December 2017 is as follows:

- Harmonics Quartet: Thursdays, Strolling Downtown, Dec. 7, 14 & 21, 6:30-8:30pm
- The Yuletide Carolers: Saturdays, Strolling Downtown, Dec. 2, 16, & 23, 1-2pm, and Saturday at Lord & Taylor Dec. 9, 1-2pm
- Watson Highlanders Bagpipe Band: Saturdays, Strolling, Dec. 2, 9, 16 & 23, 2-5pm
- NJ Workshop for the Arts Alphorns: Saturdays, E. Broad St. & Elm St., Dec. 2, 9, 16 & 23, 2:30-3:30pm
- NJ Workshop for the Arts Brass Quintet: Sundays, Strolling, Dec. 3, 10 & 17, 2:30-4:30pm
- Twisted Mustache Barbershop Quartet: Sundays, Strolling Downtown, Dec. 3, 10 & 17, 1:30-3pm
- WHS Choir: The Markespace at Westfield, Saturday, Dec. 2, 10am-12 & 4-6pm, Sunday, Dec. 10, 1-3pm

### Free Holiday Parking:

Enjoy free parking for the holidays, December 16, 2017 - January 1, 2018, courtesy of the Town of Westfield. Shoppers, diners and visitors may enjoy the gift of free metered parking at designated 2-hour on-street meters and 4-hour parking lot pay stations compliments of the Town of Westfield. Parking restrictions and time limits will be enforced to ensure turnover of the parking spaces. The meters and pay stations will be covered by the DWC with red meter bags.



## Miracle on Elm Street Shopping Spree Contest

Enter to Win our Weekly Drawing for a Gift Card to your Favorite Downtown Westfield Business or Restaurant!

From November 20 through December 22, enter to win one of six \$50 gift cards\* each week this holiday season. Six individual weekly prizes of \$50 will be awarded in Downtown Westfield shopping/restaurant

gift cards, courtesy of DWC. Your email address will automatically enter you into our bonus drawing for a \$25 parking card each week. Just complete the [online entry form](#) here!

Printed entry forms are also available at your favorite Westfield businesses and restaurants. With the printed forms, simply place your completed form in the special mailboxes located at the corner of Elm St. & E. Broad St. or on the corner of South Ave. W. & Summit Ave. now thru December 22. Mail-in or online entries will be accepted.

Limit one entry per person per week. Winners will be randomly drawn on Fridays with the last drawing on December 22, 2017. Must be 18 years or over to enter. \*Gift cards will be issued to winners from the Downtown business listed on the entry form. Businesses must be located within Westfield's Special Improvement District.

Congratulations to week one Miracle on Elm Street winners: Melissa Wengerter, Fresh Bui; Jane Wright, Savory Spice; Toula Tzanetos, Blue Mercury; Andrew Nguyen, Kilwins; Julia Higashio, Fresh Bui; Heather Cejovic, Chill Cryotherapy; Jill Anderson, \$25 Parking Card.

## Grand Openings

**Bella Organici**

expanded from their Cranford location to 519 South Avenue W. (directly next door to Dirt Clean Culture Beauty Shop). Bella Organici specializes in organic facials, organic spray tans, body treatments, lasers and microneedles. 908.313.8232.

[www.bellaorganici.com](http://www.bellaorganici.com)

**1958 Cuban Cuisine** is celebrating their Grand Opening on Sunday, December 3 with good food, music and entertainment 4pm-8pm. Ribbon cutting at 4pm. 301 South Ave. W., 908.232.3187. [Facebook](#)



**Cory Mathews** salon for men is open at 309 South Ave. W. They expanded to Westfield from Cranford and offer the ultimate men's experience, from wash to shave and everything in between. 908.276.1840. [www.cory-mathews.com](http://www.cory-mathews.com)

**Everlasting Haven Spa & Wellness Studio** is open at 227 South Ave. W. Owner Gina has over 21 years of experience in the skin care, spa and wellness industry and is proud to venture into her first small business. As a licensed Massage Therapist, Gina will help you restore your balance from achy muscles with the use techniques such as cupping, sports massage and more. Call her today and take advantage of her December specials: Purchase a Holiday Package Gift Certificate for a very lucky person on your list and receive 20% off your next service! This Holiday Package includes a nourishing Harmonizing Facial & choice of a Swedish or Therapeutic Massage. 227 South Ave., 908.370.5235. [www.everlastinghaven.com](http://www.everlastinghaven.com)

**Nick's Pizza & Restaurant**, 311 South Ave. W., is celebrating their ribbon cutting on December 3 and offers delivery. 908.233.9300. [Facebook](#)

**The Marketplace at Westfield** is a holiday pop-up shop at 151 E. Broad St. (formerly the City Sports location). The Marketplace at Westfield will be open during the first two consecutive weekends in December: Saturdays & Sundays, December 2 & 3, December 9 & 10, 10am-7pm. Stop in to shop their revolving selection of handcrafted wares and high-end gifts. Gift wrapping available on-site. [www.marketpacevendorevents.com/new-products/the-marketpace-at-westfield](http://www.marketpacevendorevents.com/new-products/the-marketpace-at-westfield)

**Professional Physical Therapy** is now open at 105 Elm St., 2nd floor (next to Bar Method, with elevator access). Established in 1998, PPT has a rapidly growing number of facilities throughout New York, New Jersey, Connecticut, Massachusetts and New Hampshire. Great Place to Work® and Fortune Magazine named Professional Physical Therapy among the "Best Workplaces in Health Care" in the Fortune 100 Best Companies to Work For in 2017. 908.264.7503.

[www.professionalpt.com](http://www.professionalpt.com)

**The Greater Westfield Area Chamber of Commerce** has moved to 212 Lenox Ave., next to the UPS Store. 908.233.3021. [www.gwaccnj.com](http://www.gwaccnj.com)

### **Coming Soon:**

**Ambeli Greek Taverna** of Cranford is opening a second location in Westfield at 39 Elm St. (in the former location of Butcher Burgers). 908.272.4111. [Facebook](#)

**Boxwood Coffee Roastery** is coming soon to 143 E. Broad St. (in the location formerly Panera). Boxwood Coffee is a family run coffee shop and roaster based in Summit, NJ established in 2014 by husband and wife team Stephen and Erin Bellamy.

[www.boxwoodcoffee.com](http://www.boxwoodcoffee.com)

**CrossFit 908 Central** is opening in March at 260 North Ave. E. in the Walgreens building. [www.crossfit908central.com](http://www.crossfit908central.com)

**Nails Spa & Beyond** is opening very soon at 125 Elm Street (next to Addams Tavern). In the final stages of completing a beautiful renovation, this experienced operator is expanding to Westfield for its fourth location. 908.455.8111. [www.nailsspabeyond.com](http://www.nailsspabeyond.com)

**Little Nest Portraits** is coming to 109 Quimby St. Little Nest takes a unique and fresh approach to family photos, specializing in babies, maternity, children and families. 917.941.1782. [www.littlenestphoto.com](http://www.littlenestphoto.com)



## Ferraro's New Grand Ballroom is Open for Private Parties

Ferraro's announced the opening of a Grand Ballroom on the third floor of their beautiful downtown restaurant. The ballroom features a huge party space for large private parties and features round tables, chandeliers, private bar and a large terrace/balcony. To book your next event at Ferraro's Ballroom, call and ask to

speaking with one of their event coordinators or email [events@ferrarosrestaurant.com](mailto:events@ferrarosrestaurant.com). 8 Elm St., 908.232.1105. [www.ferrarosrestaurant.com](http://www.ferrarosrestaurant.com)

## Upcoming Events Around Town

**Meet & Greet at The Town Book Store with Children's Book Author Cynthia Dreeman Meyer**

Saturday, December 2, 2pm - 4pm

**Rock Performance Workshop to Perform Youth Missions Benefit Concert**

Sunday, December 3, 4:30 pm

**Celebrate the Holidays with New Jersey Festival Orchestra - Return of the Three Holiday Tenors**

Saturday, December 9, 7pm - 9:30pm

**New Year's Eve Celebration - Puttin' On The Ritz**

Sunday, December 31, 7pm - 9:30pm

[Click for details about all these events.](#)



## Holiday Best Bets

**Blue Jasmine Floral Design & Boutique**

Blue Jasmine's holiday collection is beautiful! Shop the boutique for jewelry, ornaments, candles, decor, and other modern, elegant gifts this season. Shop the floral studio too by ordering a whimsical, garden-inspired arrangement (delivered for free in Westfield) in person, by phone, or online. Blue Jasmine also offers floral subscriptions to bring beauty and cheer



Blue Jasmine

to you or your loved one all season long. 23 Elm St., 908.232.2393. [www.bluejasminedesign.com](http://www.bluejasminedesign.com)

### **Bridget's Irish Cottage**

Bridget's is having a Shanore Jewelry Trunk Show on December 14 from 3 to 9pm. All pieces are made in Ireland. Alan Clancy from Shanore will be at Bridget's Irish Cottage showcasing the new line, Celtic Flair, Celtic Tribes, Origin, Ocean, Claddagh rings, Celtic Rings and much more. 15 E. Broad St., 908.789.0909. [www.bridgets.com](http://www.bridgets.com)

### **Evalyn Dunn Gallery**

Evalyn Dunn is having two special Shopping Nights this Holiday Season. On Thursday, December 7, they will be open until 8pm and donate a percentage of all sales to the Jewish Community Center of Central Jersey. The gallery will also be open until 8pm on Thursday, December 14 for your shopping convenience. Stop in and enjoy special promotions and refreshments. 549 South Ave. W., 908.232.0412. [www.evalyndunngallery.com](http://www.evalyndunngallery.com)

### **Gallery U Boutique**

Gallery U is featuring "Moments of Life in Miniature" through December 28 with one-of-a-kind displays by miniature artisan Elle Falco. Read more about this exhibit on [TAPintoWestfield](http://TAPintoWestfield). 439 South Ave. W., 908.232.1895. [www.facebook.com/GalleryUBoutiqueWestfield](http://www.facebook.com/GalleryUBoutiqueWestfield)



### **Juxtapose Gallery**

Juxtapose Gallery will be open on Sundays from 11am-3pm from December 3 - December 24 for your holiday shopping convenience. Enjoy 'Buy One Get One 50% Off' for all art books including books for children, adults and sketch books. 58 Elm Street, 908.232.3278, [www.juxtaposegallery.com](http://www.juxtaposegallery.com)

### **Just Bead Yourself**

Here is your chance to meet Evie from Disney's Descendants! Meet "Evie" live at Just Bead Yourself. You create "Evie" or "Mal" necklaces and Evie will teach you her favorite dance moves from the movie. \$35 per child. Evie will be at Just Bead Yourself during winter break. Check the website for details and to register. 113 Central Ave., 908.232.3411. [www.JustBeadYourself.com](http://www.JustBeadYourself.com)

### **Time Warp Shoppe**

Time Warp is hosting a Holiday Open House on Saturday, December 2 from 12-5pm. Food, refreshments, special sales and drawings. 407 South Ave. W. 908.232.2848. [www.timewarpshoppe.com](http://www.timewarpshoppe.com)

### **Urban Sewciety Fabric Shop & Sewing Studio**

Urban Sewciety offers December Deals every Saturday! December 2: Enjoy 10% off all 2018 classes; December 9: 25% off all gifts and notions; December 16: Take 30% off fabrics; December 23: 30% off storewide sale; and December 30: 25% all patterns. 307 South Ave. W., 908.232.0600. [www.urbansewciety.com](http://www.urbansewciety.com)

### **Personal Services:**

#### **Glamorous Girlz**

The holiday spirit is in the air at Glamorous Girlz. Purchase gift certificates and receive free holiday nail art with any manicure or pedicure service. New merchandise has arrived, and they

offer free gift wrapping with every purchase. 28 Prospect St., 908.264.8819.  
[www.Glamorousgirlzsalon.com](http://www.Glamorousgirlzsalon.com)

### **R Studio Lash Spa**

R Studio Lash Spa is celebrating the holidays with two promotions: Get beautified with a lash lift and tint for \$99 (usually \$150). Their signature Mink full sets are also on sale for \$199 (usually \$250). 100 Quimby St., Suite 3, 908.858.0746. [www.rstudiolashspa.com](http://www.rstudiolashspa.com)

## **Food & Wine**

### **Savory:**

#### **Westfield Seafood**

Let Westfield Seafood be a part of your holiday celebration. They have the best shrimp and seafood delicacies for your family gathering or Feast of the Seven Fishes dinner. Most items need no pre-order, but do order shrimp platters, eels, and fresh crabmeat in advance. Also, orders for opened clams and oysters must be placed by December 19. 220 South Ave. W., 908.233.3042. [www.westfieldseafood.com](http://www.westfieldseafood.com)



#### **Feast Catering**

Feast's Christmas catering menu is now available online. Order your Christmas Feast by December 20. Collect your order on Christmas Eve between 1-3pm. Call today or drop in to place your order. 27 Elm St., 908.654.0045. [www.feastcateringwestfield.com/seasonal-menus](http://www.feastcateringwestfield.com/seasonal-menus)

#### **NosVino presents the Holiday Season 6-Pack!**

Inspired by the popular Thanksgiving 6-Pack, this wintery sampler has every style of wine you'll need for dinners, parties, gifts, or just sipping. All six wines plus a reusable tote bag are offered at a special bundle price of \$79.99. NosVino is also hosting great tastings in December including featuring a different Whiskey Distillery every weekend. 127 Central Ave., 908.232.5050.  
[www.nosvino.com](http://www.nosvino.com)



### **Sweet:**

#### **Emack & Bolio's Westfield**

Now is a great chance to enjoy special ice cream cones that are flavored in the Westfield shop... Monday is Free Fancy Cone Day all winter long at Emack & Bolio's thru the end of February with single or double scoops! E&B Westfield also has Moose Money gift cards for the holidays, which make great gifts and can be redeemed at any Emack & Bolio's location including two in Manhattan and one in Brooklyn. Enjoy their award winning ice cream and frozen yogurts all year long. E&B Westfield is next to the Rialto Theatre so catch a movie and grab a cone! 258 E. Broad St., 908.228.3967. [www.emackandbolios.com](http://www.emackandbolios.com)

#### **The Chocolate Bar**

At this exciting time of year, warm up with The Chocolate Bar's famous Hot Chocolate! Made from their best chocolate, this beverage is rich and delicious. Owner Neil Grotte will be making special holiday flavors of gelato in the store using his Italian machines and fine imported ingredients. In addition, Neil's chocolates are hand-dipped on premises and chocolate platters

can be shipped anywhere in the country. 112 Quimby St., 908.389.9000.  
[www.thechocolatebarwestfield.com](http://www.thechocolatebarwestfield.com)

### **Kilwins Westfield**

Come to Kilwins for all your holiday needs. Whether you need something for your holiday table or need to buy a gift, Kilwins can customize any platter for you, and their delicious ice cream cakes are sure to please your guests. Stop by and let one of their associates put together the perfect dessert for your table. 9 Elm St., 908.264.7476. [www.Kilwins.com/Westfield](http://www.Kilwins.com/Westfield)

### **Ono Bowls**

Ono Bowls has several events going on this month for the holidays. On Sunday Dec. 3, kids can drop off their letters to Santa. Drop by any time and they will be sure your letter gets to the North Pole. On Saturday, Dec. 9, enjoy Photos with Santa. Ono Bowls has invited Santa to come take pictures with all, so stop by for a fun filled event and complimentary photos. Finally, on Sunday, Dec. 10, enjoy Ornament Making, Color Your Own Menorah and Magic Reindeer Food. Ono Bowls invites kids and adults alike to gather round their communique table in their back lounge for a festive day. Finally, help guide Rudolph and his team this Christmas Eve with some Magic Reindeer Food. Sprinkle a magic mix of oats and edible glitter in your yard. The glimmer in the moonlight will light the way for Santa and his sleigh and the reindeer will have something to eat after all their hard work! 10am - 1pm. Email to sign up at [onobowlz@gmail.com](mailto:onobowlz@gmail.com) or stop by to get on their sign up list. 107 Quimby St., 908.588.2087. [www.onobowls.net](http://www.onobowls.net)

## **Extended Liquor Sales Hours for the Holidays**

The Westfield Town Council recently passed an ordinance allowing liquor sales starting at 9am on Christmas Eve and New Year's Eve. (Typically, liquor sales are not allowed until noon on Sundays). Thank you Mayor & Council!

Downtown wine and liquor shops include: The Liquor Basket, 115 Quimby Street; NosVino, 127 Central Avenue; Trader Joe's, 155 Elm Street; and Westfield Wine & Liquors, 276 North Avenue E.



## **Pay for Parking at Street Meters by Mobile App!**

The town has completed the installation of new, solar "smart" parking meters in the Downtown area that are user friendly and offer an abundance of convenient payment options. In addition to the traditional forms of payment - Westfield tokens, coins (quarters, dimes, and nickels), and Smart Card - you can now pay with a credit card (Visa, Master Card and Discover) or a debit card (minimum of \$1.00 for credit/debit) and by mobile app!

Using the pay-by-app option, no one ever need worry about whether they put enough money in the meter because, for example, their haircut appointment is running late or they ran into a friend and were having an extended conversation. You now have the ability to remotely add time to the meter (up to the space's time limit) from your mobile device. [Read more,,,,](#)

## Fitness Corner

### Athleta

Events at Athleta this month.... Monday, December 4 from 7pm-9pm: Shop For A Cause with Jane Hoffman and the Birthday Wish Foundation featuring Gina Berta from Club Pilates Westfield, Lunchbox and Mas Designs Jewelry. Sunday, December 10 at 9am-9:45am join Athleta Girl for a Gratitude Graffiti class. Sunday, December 10-16 come support the Westfield Girls Ice Hockey Team for their Shop For A Cause. Holiday hours are in full effect. See store calendar for more details. 234 E. Broad St., 908.518.7620. [www.athleta.com](http://www.athleta.com)

### Kika Stretch Studios

Kiki is offering a FREE 30-minute Assisted Stretching Session for the first 50 new clients! Join them as they celebrate two years in Westfield! Must mention the "Free 30" promotion, which lasts until Dec. 29. "The Newest Trend in Fitness "- NY Times . "Natural cure for back pain."- NY Post. 66 Elm St., 2nd fl., 973.692.8670. [www.kikastretchstudios.com](http://www.kikastretchstudios.com)



### POE

Their mission is focused around Peace, Harmony, Commitment, and Community. Everyday they work to achieve these things in their gorgeous studio and amazing classes. All of their yoga classes are vinyasa flow based and all are heated. They welcome all levels and encourage you to try all of their classes: Sun, Moon, Fire Barre, Hot 26, and Boxx & Bend. First class is always FREE! New client 2 week unlimited classes \$50. 128 Elm St., 908.264.7995. [www.poeyoga.com](http://www.poeyoga.com)

### Satsang Yoga

Visit Satsang Yoga in December and give yourself some much needed "me time". Does the idea of being supported by props and melting into relaxation sound appealing? Try their Restore & Renew class on Sundays 4:00-5:15pm. For a mid-month re-boot, surround yourself with the soothing vibrations of crystal bowls and other healing instruments on Friday, December 15 from 8-9pm at our Sound Bath. You will leave feeling recharged and ready to tackle your to-do lists. 235 E Broad St., 908.789.7203. [www.satsangyogastudio.com](http://www.satsangyogastudio.com)

### ViaNutrition

ViaNutrition is offering special packages with their healthy infrared sauna. Treat yourself to 30 minutes of complete healing, relaxation, mood-boosting, glowing skin and detoxification. The New Client Infrared Sauna Special includes 3 sessions for \$67. 7 Session (3/2/2) Detoxification Package/\$187 Includes 7 sessions, 2 recovery shots and 60 tablets. Promotions are good through end of December. 138 Elmer St., 908.310.0277. Purchase packages online. [www.vianutritionandhealth.com/product/far-infrared-sauna](http://www.vianutritionandhealth.com/product/far-infrared-sauna)



## Podcast: DWC Executive Director Sherry Cronin Talks About Downtown Westfield

Just in case you may have missed it, Mike Cohen of TAPintoWestfield conducted a podcast with DWC Executive Director Sherry Cronin. [Watch it here on TAPintoWestfield.](#)



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*The Downtown Westfield Corporation (DWC) is the management entity of the Special Improvement District. Began as Main Street Westfield in 1993, the organization is run by a staff of three, a volunteer board of directors, and various committees. Downtown Westfield is one of only 40 coordinating Main Street communities in NJ, and over 1,200 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. [www.westfieldtoday.com](http://www.westfieldtoday.com)*

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