



Downtown Westfield Corporation
Board of Directors Meeting Minutes
January 20, 2021

Present:

Patricia Hanigan, Chair
Dawn Mackey, Council Liaison
Jim Donofrio
Gary Goodman
Lillian Pien
Jerry Eicke

Bob Conway
Michael La Place
David Casiere
Lew Kimble
Roberta Loew

Absent:

N/A

Also Present:

Mayor Shelley Brindle, ex office
Jim Gildea, Administrator, ex officio
Erin Ben-Hayon, Promotions Chair
Beth Brenner - DWC

Peg Lockwood, Design Committee
Ian Hooks, Economic Vitality Chair
Gene Jannotti, GWACC
Nicki McAuliffe - DWC

Public:

Matt Kadosh – TAPinto

Rebecca Mehorter – The Leader

Chair's Report

- Minutes from November 18, 2020 meeting approved by board
- Delivered list of 2020 Accomplishments including the following:
 - Completed search for new Executive Director
 - Successfully executed Girls Night Out
 - Held Virtual Pizza 5K – netted \$14K in profit
 - Launched wicked window clings
 - Implemented Westfield 300th banners
 - Opened 12 new businesses downtown
 - Discussed renovations for four building projects
 - Approved and opened 15 parklets for merchants
 - Received grants totally \$147K through Main Street
 - Expanded presence of 13 businesses through Beyond Main online initiative
 - Opened Westfield Visitors Center for holidays with free wrapping
 - Partnered with Delivery Now for free delivery service
 - Extended fee parking through holiday
 - Paid for new snowflake lighting downtown
 - Produced holiday postcard driving traffic downtown and distributed to surrounding towns
 - Created holiday promotion for Small Business Saturday
 - Hired MJB to serve as consultant for downtown

Secretary's Report: N/A

Financial Report

- Board reviewed November/December financial report
- Grants received from Main Street helped significantly offset downtown holiday promotional costs
- Nothing out of the ordinary outside of big spenders
- Holiday costs include staffing and gift bags for Welcome Center
- COVID category spending including promotional materials to promote downtown merchants
- Quimby Category costs: new tents, light installation purchase and storage
- Motion passed to approve 2020 year-end financial report

7:49pm – adjourn sine die meeting of the 2020 DWC Board of Directors

Executive Director – first meeting of 2021 called to Order

Nomination for 2021 DWC officers accepted

- Patricia Hanigan – Chairwoman (no other nominations)
- Lew Kimble – Vice Chairman (no other nominations)
- Jim Donofrio – Secretary (no other nominations)
- Jerry Eicke – Treasurer (no other nominations)
- No additional nominations for Board positions
- DWC voted for nominees
- Officers accepted to DWC board for additional year 2021

2021 Chair

- Welcomed officers
- Thank you to Gary Goodman who served on DWC board for three years
- Introduced and welcomed Anthony DiTommaso (resident) to DWC Board
- Distributed dates for 2021 DWC meetings
 - Motion accepted to approve meeting dates for the following:
 - DWC Board
 - Design Committee
 - Economic Vitality Committee
 - Promotions Committee

Executive Direction review of 2021 Goals and Objectives

Executive Director's Report – Bob Zuckerman

- Reviewed DWC 2021 Goals and Objectives
 - Administration key areas include:
 - Increase engagement of Board members to enable better decision making and optimize performance – 1st Quarter 2021
 - Initiate 501c3 status for DWC in order to be eligible for increased funding and to save money on sales tax – April 2021
 - Update job descriptions to ensure optimal productivity – 1st Quarter 2021
 - Economic Development & Vitality
 - Work towards ensuring that Westfield is a premier business friendly community – ongoing
 - Implement aggressive tenant attraction strategy based upon recommendations of MJB retail study – end of 2nd Quarter 2021

- Collaborate with Streetworks Development (SWD) and Town administration on downtown redevelopment plan – Ongoing
 - Increase visibility of DWC with both merchants and the public and continually access effectiveness – Ongoing
 - Work to improve online sales for downtown businesses – Ongoing
 - Prioritize business retention while operating under COVID restrictions – Ongoing
 - Memorialize COVID best practices post pandemic – Ongoing
 - Marketing/Promotion
 - Devise clever winter promotions that help businesses through the tough winter months – 1st Quarter 2021
 - Develop regional marketing plan – Ongoing
 - Executive Director to be seen as the voice and face of Westfield – 1st Quarter 2021
 - Continue with ongoing promotional activities – 2nd & 3rd Quarter 2021
 - Continue successful Holiday promotions
 - Design
 - Improve upon Open Quimby
 - Improve aesthetics of Storefronts
- Request to extend surplus from free delivery service budget and offer to merchants through March

Chair

- Board committee liaison request to Chair by January 27

Design Committee Report – Peg Lockwood

- Grant Requests:
 - \$500 – I to Eye (moving to former Lucky Brand location)
 - \$300 – Beyond Trends
- Approved motion to approve grants

Economic Vitality Committee Report – Ian Hooks

- 1st committee meeting last week
- Discuss areas of focus for 2021

Promotions & Events – Erin Ben-Hayon

- Light & Art see-saw installation
 - Timing is March 5-21
 - Brings “warmth & light” downtown while supporting the arts
- Reviewing 2021 events and promotions

Mayor Report – Shelley Brindle

- 2021 focus will be redevelopment and partnership with Streetworks
 - Short-term, Streetworks will be completing listening tour

Liaison Reports

- Councilwoman Mackey
 - 2021 goal to connect DWC with Art Installation Committee to drive future art projects
- Jim Gildea - Town of Westfield, Administrator
 - Proactively have all DWC needs in place in preparation for Town Council Meeting
- Gene Janotti
 - Meeting scheduled with Streetworks on 1/29
 - Request letter submitted for approval of Farmers Market

Public Comments

- No residents present

Patricia Hanigan made motion to adjourn. Meeting adjourned at 8:54 pm

Next meeting – February 17, 2021

Respectfully submitted,

Bob Zuckerman
Executive Director