



Downtown Westfield Corporation
Board of Directors Meeting Minutes
March 16, 2021

Present:

Patricia Hanigan, Chair
Dawn Mackey, Council Liaison
Jim Donofrio
Anthony DiTomasso
Jerry Eicke

Bob Conway
Michael La Place
David Casiere
Lew Kimble
Roberta Loew

Absent:

Lillian Pien
Michael LaPlace

Also Present:

Mayor Shelley Brindle, ex office
Jim Gildea, Administrator, ex officio
Erin Ben-Hayon, Promotions Chair
Beth Brenner – DWC
Bob Zuckerman – DWC
Nicki McAuliffe - DWC

Peg Lockwood, Design Committee
Ian Hooks, Economic Vitality Chair

Public:

Rebecca Mehorter – The Leader
Matt Kadosh – The Patch

Chair's Report

- Approval of 2021 budget

Secretary's Report: N/A

- Approval of minutes from February 17, 2021 meeting approved by board

Financial Report

- Budget wise looks good
- Two costs for new storefront signs
- Spend surrounding see-saw project
- Nothing out of the ordinary
- February financial report approved

Executive Director's Report – Bob Zuckerman

- See Saw program was a huge success
- Return of outdoor dining and parklets on Quimby Street
 - Planning to bring back parklets on 4/1
 - New blue covers will be added to all barriers (costs covered from grants)
 - Meeting with lighting company to review lighting schematic

- Assistance and direction coming from StreetWorks
- Electric charging stations
 - Six (6) being installed downtown
 - Two (2) - Lot 1
 - Two (2) - Lot 4
 - Two (2) - Lot 2
- Bike racks
 - Challenge continues to be bicyclists riding on sidewalks
 - No bike riding or skateboarding is allowed on downtown sidewalks
 - Working with PD and local businesses on need and placement of bike racks
- Office situation
 - Exploring a few options to determine recommendation for new office space
 - Goal is to be in new space May/June timeframe
- Update on Prevailing Wage legislation
 - Pressure still needs to be applied as this is still in the works
 - DWC will not support legislation and has communicated this
- New businesses and vacancies
 - No new vacancies
 - New businesses
 - Luna Grace Beauty Bar
 - Selfie Station NJ
 - Face Artistry
 - G Labs

Design Committee Report – Peg Lockwood

- Participating in Open Quimby meetings including planter options from Williams
 - Could include large palms after Memorial Day
- No new sign grants

Economic Vitality Committee Report – Ian Hooks

- Meeting with company who develops seating with charging capabilities powered by solar
 - Need to further explore
- Discussed structure and best way to support DWC
- Retail advisory consultant
 - As phase 1, expecting his learnings and initial recommendation in April

Promotions & Events – Erin Ben-Hayon

- See Saw program
 - Thrilled to hear strong responses including from downtown businesses and community at large
- Scavenger Hunt
 - Clue Hunt in development for downtown
- Upcoming meeting to discuss programming Quimby

Mayor Report – Shelley Brindle

- Redevelopment Plan
 - Master plan continuing to move forward
- Streetworks has been advising as well as conducting listening tour with community and other stakeholders. Expect to finalize process over next two months.

Liaison Reports

- Councilwoman Mackey
 - Spring outdoor art exhibit being promoted to local photographers which will take place in April using Foundation Park as their hub.
- Jim Gildea - Town of Westfield, Administrator
 - April council meeting will be approvals on budget
 - Delivered thanks to Promotions Department and Public Works for all their support and assistance with See Saw program
- Gene Jannotti
 - N/A

Public Comments

- No residents present

Patricia Hanigan made motion to adjourn. Meeting adjourned at 8:30 pm

Next meeting – April 21, 2021

Respectfully submitted,

Jim Donofrio
Secretary