



Downtown Westfield Corporation
Board of Directors Meeting Minutes
April 21, 2021

Present:

Patricia Hanigan, Chair	Bob Conway
Dawn Mackey, Council Liaison	Michael La Place
Jim Donofrio	David Casiere
Anthony DiTomasso	Lew Kimble
Jerry Eicke	Roberta Loew
Lillian Pien	

Also Present:

Jim Gildea, Administrator, ex officio	Beth Brenner – DWC
Erin Ben-Hayon, Promotions Chair	Peg Lockwood, Design Committee
Bob Zuckerman – DWC	Ian Hooks, Economic Vitality Chair
Gene Janotti - GWACC	

Public:

Matt Kadosh – TAP Westfield

Chair's Report

- Chair asks for approval of new DWC office lease. Prospect St space owned by Jerry Eicke. Five year Lease reviewed by Town Attorney.
Motion to approve by Dawn Mackey. Approved by all except Jerry Eicke who abstains on vote.

Secretary's Report: N/A

- Approval of minutes from March 16, 2021 meeting approved by board.
Motion to approve by Dawn Mackey. Jerry Eicke seconded. Bob Conway abstained

Financial Report

- Additional spending for digital marketing for see saws
- Quimby Street - additional expense for yearly cleaning of concrete barrier covers
- Wonder (\$10,000) and Columbia Bank (\$2,500) sponsorships for the See Saws payment were received
- Motion to accept financials by Bob Conway. Seconded by Lew Kimble. Approved by all.

Executive Director's Report – Bob Zuckerman

- Open Quimby – looking for uniformed look. DPW will close street and set up beginning on Wednesday night April 28 with the opening on Friday, April 30.
 - Finger sign- local points on one side and exotic destinations on the other side
 - Four new 20x20 tents for a total of six tents
 - Programming of yoga classes and more
 - Bistro Light expense.
 - Challenge of stringing lights across tents just to the middle of the road. Lighting company has a contact with company that makes poles with concrete support system. Quote of \$17,000 or \$17,500. We will own lights, poles, etc. so future years will just be labor charge of installation.

- Questions to lighting company: will there be maintenance throughout the season and providing a future yearly installation and removal cost quote
 - Lighting to be stored in new storage containers at end of season
 - Approved by board, will be further discussed by finance committee
- Steel Barrier covers recommended by BRV consulting company
 - Barrier Covers \$3,300 for 12 to cover both sides of Elm and Quimby
 - Looking for sponsor to cover the cost
 - Approved by Board
- Reception for Open Quimby on Friday April 30 at 5 pm.
- Sweet Sounds Downtown Music Festival
 - Quimby Street, Turning Point and Local Spotlight at Foundation Park are venues
 - Performers chosen from 2020 chosen list of bands by committee
 - Research being done on lighting murals in underpass.
- Bike racks
 - Grant for \$20,000 applied for from Sustainable NJ for bike pods, place to fix bikes on edge of downtown North and South side. Grant will also pay for installation of one of the pods and a consultant. Worked with Bike Committee of Green Team on this. Find out in early June about grant
- New NJEDA grant for small business. Pre-registration has begun. Application begins May 3.
- Volta Electric charging stations
 - Nonoperational yet. PSE&G needs to complete work
 - Sent email about local advertising opportunities
 - Expecting to be operational in the coming weeks
 - Six (6) being installed downtown
 - Two (2) in Lot 1, Two (2) in Lot 4, Two (2) in Lot 2
- Update on Prevailing Wage legislation
 - Bill will not be moving forward this year.
- Westfield Wellness Week May 14 through 21
 - Vasilia of Limani and Beth Hornstein hosting a wellness event at Shackamaxon
 - Healthy foods from restaurants and promotions from wellness and health businesses
- New businesses and vacancies
 - Recommending new, more elegant FOR RENT clings to replace large paper signs. Pricing is \$70 to \$75 for each. DWC would like to offer to pay property owners for clings. Many of current signage not compliant with town code. We can help property owners become compliant and upgrade For Rent signage. Many variations of clings can be produced to look good with store front.
 - price includes install
 - suggested it be managed through design committee with committee funds
 - discuss with property owners and commercial brokers about viability
 - brokers may be willing to pay for them
 - many windows are not compliant so we need the windows to be compliant and we need to correct
 - New businesses
 - Salon Peak. Ribbon Cutting on May 1 at 5pm

Design Committee Report – Peg Lockwood

- Did not meet this month
- No new grant requests
- Delayed in getting snowflakes down because of property owner coordination
- Revised quote for 111 Quimby building to replace awnings and lighting with consistent awnings and light. Need to present to the owner of 111 Quimby

Promotions & Events – Erin Ben-Hayon

- Midday Madness Clue Hunt on May 1 from 1 to 4pm.

Economic Vitality Committee Report – Ian Hooks

- MJB retail advisory council gave a 90 minute presentation. Video of ZOOM was recorded. Retail analysis of current and discussion of future and what categories of businesses we should be pursuing
 - First phase funded by grant and second phase of wider stakeholder buy-in included in 2021 budget
- Large online companies looking for brick and mortar stores
 - Tuck It
- Discussed what future generations are looking for
- Committee happy with MJB consulting

Liaison Reports

- Jim Gildea - Town of Westfield, Administrator
 - 2021 DWC budget adopted as well as the Town's Budget. Quarterly payment will move forward
 - Thanked Bob for work done on Bike Grant
 - Smaller signs about no biking, roller blading on sidewalks. Working with police to enforce so there is ample space on sidewalks for diners, pedestrian.
- Councilwoman Mackey
 - NJ Family online designated Westfield one of the top destination town in NJ. New Rainbow Cross Walk called out as well as quite a few shops and restaurants
- Gene Jannotti
 - Farmers Market moving forward. New market manager.
 - Opened office on Lenox Ave.
 - Woman's organization planning event at Echo Lake Country Club
 - Young Professionals planning outdoor event
 - Federal Government Restaurant Grant delayed but coming soon. Will need a lot of data and information to apply. Businesses need to have that ready.
 - Ribbon cutting for new office of Westfield Leader.

Public Comments

- No residents present

Jerry Eicke made motion to adjourn. Seconded by Dawn Mackey . Approved by board. Meeting adjourned at 8:38 pm

Next meeting – May 19, 2021

Respectfully submitted,
Beth Brenner