



Downtown Westfield Corporation
Board of Directors Meeting Minutes
May 19, 2021

Present:

Patricia Hanigan, Chair
Anthony DiTomasso
Jerry Eicke
Michael La Place

David Casiere
Lew Kimble
Roberta Loew

Not Present:

Jim Donofrio
Dawn Mackey, Council Liaison

Bob Conway
Lillian Pien

Also Present:

Shelley Brindle, Mayor
Jim Gildea, Administrator, ex officio
Erin Ben-Hayon, Promotions Chair
Bob Zuckerman – DWC
Gene Janotti - GWACC

Beth Brenner – DWC
Peg Lockwood, Design Committee
Ian Hooks, Economic Vitality Chair

Public:

Matt Kadosh – TAP Westfield
Jessie Winter – Westfield Leader

Chair's Report

- Roll call

Secretary's Report:

- Approval of minutes from April 21, 2021 meeting approved by Board.
Motion to approve by Lew Kimble. Seconded by David Casiere.

Financial Report

- Motion to accept financials by Michael LaPlace. Seconded by Lew Kimble. Approved by all.

Executive Director's Report – Bob Zuckerman

- Sean Thompson said New Jersey Main Street Programs may be offered another grant in July.
- Sean Thompson also said additional money could be offered from The American Rescue Plan.
- Open Quimby
 - Ribbon Cutting in May
 - New plantings, palm trees, barrier covers, tents, bistro tables and chairs
 - Finger Sign installation in progress (permanent installation) and will also have a painted compass stencil on sidewalk. Instagram opportunity. Installation will be at Quimby and Elm St corner.
 - Meeting with Biederman Company about programming Quimby
 - Mini Grand Prix Racing on June 12 under Quimby St. tent. Company is donating the event
 - Possible Pride Event in June

- Sweet Sounds Downtown Music Festival
 - Quimby Street, Turning Point and Local Spotlight at Foundation Park are venues
 - All bands have been booked and contracts have been sent out.
- MJB
 - First Phase Report due soon... Retail Mix Project....Who we need to attract
 - Phase 2 will begin after... implementation....how to attract the new businesses, stakeholders to partner with.
- Facebook live tomorrow night, 7:30pm on Town's Facebook page. Mayor Brindle, Bob Zuckerman, Street Works, and others.
 - Opportunity to educate the public about the downtown, vacancies, parking, redevelopment, etc.
 - You Can't Just Buy It Online is the name of panel
- Beyond Main working with Technical Advisory Committee to understand the back end of platform so they can help our businesses
 - Would like to consider to continue paying for downtown businesses for the rest of the year
 - Suggestion to survey businesses as to how well Beyond Main works for them.
 - Suggestion use ad space from Volta Charging Stations that has no cost to us
 - Suggestion to ask Technical Advisory Committee for their assessment
- Gift Card promotion
 - Implementation needs to be discussed at Executive Board level.
 - Suggestion that the Gift Card budget could be used for unbudgeted Quimby St. lights this year
- Nicki McAuliffe needs to pull back from her normal work hours due to family issues.
 - We need to look for additional social media help.
 - Asked Board for leads.
- New lease is signed for office at 133 Prospect St. July 1 is hopefully moving in date.
 - Jim Donofrio friend offered to donate new office space furniture to us.
- Vacancies and New Businesses
 - Golden Age Fretted Instruments closing due to retirement in July.
 - Spice Bazaar Vegan opening on Quimby at old LaVash space. Mid June opening
 - Another possible restaurant concept looking into Westfield.
 - Custom Ink and Pharmacy on Quimby both making progress on buildouts.
- Steel Barricade Covers
 - replaced with black
 - cannot be on the outside of crosswalk on Elm St side of Quimby due to site issues for traffic.
- Central Ave plants and summer plants will be put out before Memorial Day weekend.

Design Committee Report – Peg Lockwood

- Sign and awning inquiries and façade changes but no concrete information yet
- Train Station Kiosk is painted and Jim Gildea thanked Peg Lockwood and the Design Committee for working on color choices. The Town is looking to go out to bid for services again.

Promotions & Events – Erin Ben-Hayon

- Midday Madness Clue Hunt completed on May 1 from 1 to 4pm.
 - Over 100 participants and was successful.
- Foodie strolls and programming on Quimby are in the works.
- Sidewalk Sale Days, July 15 through 18.

Economic Vitality Committee Report – Ian Hooks

- Committee meeting postponed because of Facebook Live event at the same time.
- Beyond Main Gift Cards sold but never activated
- Liked MJB presentation and looking forward to the report

Liaison Reports

- Mayor Brindle
 - Redevelopment with municipal land use piece: identifies and makes recommendations about building height, architectural standards, density, traffic patterns, etc. Town will have an integrated land use plan ... presenting to Planning Board on June 7.
 - Street Works will begin more public engagement with plans, etc.

- Gene Jannotti
 - Farmers Market up and running
 - New vendors for Farmers Market
 - Ribbon Cutting on Saturday at Out Run Your Fork
 - Vaccination Project partnering with DWC for all employees that work downtown. Chamber office.
 - Women's Event on June 10, outdoor at Echo Lake Country Club
 - Put out survey about in person Chamber meetings

Public Comments

- No residents present

Next meeting – June 16, 2021

Respectfully submitted,
Beth Brenner