



Downtown Westfield Corporation
Board of Directors Meeting Minutes
June 15, 2022

Present:

Lew Kimble, Chair	Les Trent
Emily Root, Council Liaison	Burim Regjaj
Jim Donofrio	Kelly Richardson
Lillian Pien	Michael LaPlace
Anthony DiTomasso	

Absent:

Roberta Loew
Steve Rinn, Economic Vitality Chair
Gene Janotti - GWACC

Also Present:

Dawn Mackey, Mayor Designee, ex Officio	Peg Lockwood, Design Chair
Craig Gibson, DPW, ex officio	Erin Ben-Hayon, Promotions Chair
Beth Brenner – DWC	

Public:

Matt Kadosh – TAP
Katie Moen – The Leader

Chair's Report

- Roll call

Secretary's Report: N/A

- Approval of minutes from May 2022 meeting approved by board

Treasurer's Report – Anthony DiTommaso

- May 2022 Report
 - Not much to discuss
 - Design
 - Expected expenses from signage including blades
 - Strong interest for blade signs
 - Economic Vitality
 - In check with previous months
 - Promotions
 - Over-budget of \$700 due to purchase of gift cards
 - Plan to reallocate \$8,900 budget from Sweet Sounds
 - Requesting \$5,000 for production, programs, etc.
 - Organizational
 - Nothing to discuss at this point

Chair's Report – Lew Kimble

- New businesses and vacancies
 - Good number of storefronts currently under construction
 - Experiencing delays due to staffing and supplies
 - New Businesses
 - The Francis Henry Baby Boutique – former Creamery space
 - Rebase Smoothie Café
 - AHD Architecture with Stonewater Architect
 - Need to explore tools to promote new businesses
 - Social Status: Lew to connect with Social Status followed by Jim meeting to review results to date and recommendations
 - DWC Welcome Kit: Update to reflect current stats, incoming businesses, etc.
- Pizza Run Update
 - Joe Mindach to assist and will leverage his events experience
- Working Committee Enhancements
 - Committee heads to meet monthly
 - Share best practices with goal to maximize board members experiences
- Board Communications
 - Chair meeting with board members in a one-on-one setting each month
 - Will continue to assemble small groups of board members to work on projects
- Search Committee Report
 - Job description has been finalized and distributed
 - Accept resumes through end of July
 - Goal to have new Executive Director in place – end of September
- Day to Day Operations
 - Beth and Lew have daily process in place and in constant communication
 - Process in place to assist merchants/business owners on any needs, questions or challenges

Design Committee Report – Peg Lockwood

- Letter drafted to promote blade signs program and distributed to store owners
 - Overall, strong interest with 10 already wanting to move ahead
- Solar Benches
 - Exploring options including vendors and style
- Main Street Grant
 - Received \$75,000 grant
 - Timing: needs to be used before the end of the year

Economic Vitality Committee Report – Steven Rinn

- Merchant Meet Up
 - Monthly meetings with business owners
 - Over 15 have already signed up
 - Planning first meet-up in July
- MJB Consulting
 - Marketing brochure created and 3rd party designer
- Downtown App
 - Interviewed three vendors
 - Reviewing cost estimates
 - Targeting July meeting for recommendations with goal to present to DWC in August

Promotions & Events –Erin Ben-Hayon

- Goal is to create a more active committee
- Will assist Pizza Run for sponsorships
- Sweet Sounds is ongoing
- August – production of Shakespeare in the Park
 - Three-day event: July 11, 12 & 13

Liaison Reports

- Councilwoman Dawn Mackey
 - Return of Open Quimby Street
 - Great influx of teenagers from other towns have caused challenges
 - Safety of residents, visitors and businesses is our priority
 - Two uniformed and five plain clothes officers will be patrolling area and delivering a stronger police presence
- Councilwoman Emily Root
 - Tour Westfield postponed due to weather
 - Timing to be in the Fall
 - Pizza Run planning taking place
 - Another season of Sweet Sounds will be downtown
- DPW Supervisor Craig Gibson
 - Did not attend
- GWACC Director Gene Janotti
 - Did not attend

Public Comments

- N/A

Lew Kimble made motion to adjourn. Meeting adjourned at 7:39 pm

Next meeting – July 20, 2022

Respectfully submitted,

Jim Donofrio
Secretary