



Downtown Westfield Corporation
Board of Directors Meeting Minutes
July 20, 2022

Present:

| | |
|-----------------------------|-------------------|
| Lew Kimble, Chair | Anthony DiTomasso |
| Amy Fixler | Les Trent |
| Emily Root, Council Liaison | Burim Regjaj |
| Lillian Pien | Kelly Richardson |
| Roberta Loew | Michael LaPlace |

Absent:

Jim Donofrio

Also Present:

| | |
|---|-------------------------------------|
| Dawn Mackey, Mayor Designee, ex Officio | Erin Ben-Hayon, Promotions Chair |
| Craig Gibson, DPW, ex officio | Steve Rinn, Economic Vitality Chair |
| Beth Brenner – DWC | Gene Jannotti - GWACC |
| Peg Lockwood, Design Chair | |

Public:

Matt Kadosh – TAP
Katie Moen – The Leader

Chair's Report

- Roll call

Secretary's Report: N/A

- Approval of minutes from June 2022 meeting approved by board

Treasurer's Report – Anthony DiTommaso

- June 2022 Report
 - Not much to discuss
 - Design
 - Expected expenses from signage including blades
 - Strong interest for blade signs
 - Next few months more installed
 - Economic Vitality
 - In check with previous months
 - Promotions
 - Contingency line item in case we need any extra
 - Organizational
 - Nothing to discuss at this point

Chair's Report – Lew Kimble

- Quimby
 - Checking on chairs in public area and fixing
 - Have extra cleaning on weekends
 - Continues to be used regularly
- Pizza Run Update
 - We were able to have it even with stormy weather
 - Almost 900 runners
 - Positive reactions from participants
 - Thank you to everyone who pitched in to make it a great event
 - People loved the pizza
 - Will work to get feedback from businesses and do a debrief
- Executive Search update
 - Getting ready to do first interviews
 - Hoping for candidate by September
 - 30 applications
- New businesses and vacancies
 - Good number of storefronts currently under construction
 - Experiencing delays due supply issues
 - New Businesses
 - Jersey Mikes and Nathans have been leased but cannot mention name yet
- Working Committee Enhancements
 - September Committees should talk about 2023 projects
 - October meeting finalize request for 2023 projects, estimate funding
 - November meeting will discuss funding for all projects
 - December hope to have budget to come back to committees and half budget for 2023
- Ribbon cuttings
 - Friday, July 22, 2022 Artistique Hair Studio on Prospect St and Victoria's Seiz on South Ave W

Design Committee Report – Peg Lockwood

- Main Street Grant
 - Received \$75,000 grant
 - Order placed for benches and planters for Rialto on Central Ave
 - Bistro lighting on Central Ave and in Rialto Alley
 - Public WiFi on Central but not alley
 - Rialto Alley will have murals
 - Dpw pulled out all overgrown Arbor Vitaes behind Rialto
- 18 Blade Signs Grant promotion
- Renovation Project for Kirshenbaum's Bakery
- Bike Oasis
 - Working with Bike team on two possible locations behind Bovella's and outside of Rialto Parking Lot (shelter, bike rack and benches)

Promotions & Events –Erin Ben-Hayon

- Pizza Run went well
- Sweet Sounds is ongoing and great this year... good crowd
- Sidewalk Sales Days went well
- August – production of Shakespeare in the Park
 - Three-day event: July 11, 12 & 13
 - Beginning promotion and ticket sales
- Possible Shopping promotion for early September

Economic Vitality Committee Report – Steven Rinn

- MJB Consulting
 - Identified 6 possible tenants for Victoria Secret space and shared with property owner
 - Brochure under review
- Downtown App
 - Targeting August meeting for recommendations with goal to present to DWC in August

Liaison Reports

- Councilwoman Dawn Mackey
 - Maize has begun construction on the new North Ave Train Station. They are preserving pieces of history. Uncovered great architecture inside
 - Looking for artists for Rialto and walkway
 - Looking for artists for Wicked Windows for AddamsFest
- Councilwoman Emily Root
 - Pizza Run was great event
- DPW Supervisor Craig Gibson
 - DPW is taking care of the public use part of parklet and watering plants on each weekend morning
 - Planning for upcoming events
 - String lights will be replaced next week by contractor who did installation and handling maintenance
 - Lights by murals under Memorial Plaza overpass have been activated
- GWACC Director Gene Jannotti
 - Women's event at Echo Lake Country Club coming up, July 21
 - Thank Craig for taking care of worn, torn flag on South Ave W
 - Thanks to Craig to help get power at Farmers Market when it went out
 - Music started at Farmers Market through the summer
 - Town Council has approved FestiFall to have beer and wine but not sure if it is enough time to organize it. Typically 4 to 5 month operation.

Public Comments

- N/A

Lew Kimble made motion to adjourn. Meeting adjourned

Next meeting – August 17, 2022