



**Downtown Westfield Corporation**  
**Board of Directors Meeting Minutes**  
July 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	Michael LaPlace

**Absent:**

Mayor Shelley Brindle, ex office  
Erin Ben-Hayon, Promotions Chair

**Also Present:**

Craig Gibson, DPW, ex officio	Steven Rinn, Economic Vitality Chair
Beth Brenner – DWC	Gene Janotti - GWACC
Bob Zuckerman – DWC	Peg Lockwood, Design Committee

**Public:**

Kim Broadwell – The Leader  
Matt Kadosh – TAPintoWestfield

**Chair's Report**

- Roll call

**Secretary's Report:** N/A

- Approval of minutes from June 16, 2021 meeting approved by board

**Financial Report**

- June 2021 Report
  - Budget wise looks good and expenses are consistent
  - Expenses include Sweets Sounds
- Reviewed Quimby Street expenses
  - Barrier covers
  - Palm trees
- Motion passes to approve financials

**Executive Director's Report** – Bob Zuckerman

- Job Fair
  - In the works with downtown businesses
- Gift cards
  - Discussed possibility of gift card program for stores and businesses
  - Referenced program currently running in Summit
  - Two options discussed one having a physical card and the other a digital program

- Yiftee and EML Payments (used in Summit)
- Program with the card has a start-up fee and the other did not.
- Discussed pros and cons of each option with both having the ability to secure sponsors and branding. They do not have an expiration date
- Bob Conway shared experience in Summit which has been a benefit generating around \$8K generated in June plus \$35-40K in redemptions total
- Lew also shared his experience and his recommendation with both options
- Volta
  - Six charging stations are working
  - Beginning outreach to local businesses to advertise on stations
- Open Quimby & Sweet Sounds update
  - All is going well
  - Two great weeks with word spreading with live music
- Partnering with Green Team on Sustainable Jersey grant
  - Received \$2K grant from State of NJ
  - Exploring pilot with restaurant to offer eco-friendly packaging
- Office update
  - Move in scheduled for August 1<sup>st</sup>
  - 133 Prospect Street with main office on the 2<sup>nd</sup> floor
- MJB Consulting report
  - Scheduling session in earlier August
- New businesses and vacancies
  - Robert Anthony Jewelers moving to corner of Elm & East Broad
  - Spice Bazaar Vegan opening shortly on Quimby
  - Westfield Pharmacy opening in late September on Quimby
  - Custom Ink has opened – ribbon cutting schedule on 8/26 at 4pm
  - Victoria Siez – Vegan Sweetshop opening on South Avenue
  - Brassy Buddha reopened on Quimby in Ohno Bowls

**Design Committee Report – Peg Lockwood**

- \$700 sign grant request for Westfield Pharmacy
- Victoria Cakes – signage assistance for their South Avenue storefront
- 1958 – will be adding garage door

**Economic Vitality Committee Report – Steven Rinn**

- 1<sup>st</sup> meeting completed with Steve as new head
- Focused on key areas each designed to drive vitality
- MJB project important based on their feedback and recommendations

**Promotions & Events – Roberta (co-chair) for Erin Ben-Hayon**

- Foodie Stroll is being worked on and scheduled for the last Sunday in September
  - Tie in with Green Team
- Dog Days of Summer on hold
  - Requesting cat themed event in the future

**Mayor Report – N/a**

**Liaison Reports**

- Councilwoman Dawn Mackey
- DPW Supervisor Craig Gibson

- South Side train kiosk – one response to RFP
- Lighting for underlighting murals – coordination across NJ Transit, PSE&G and Westfield – installing new meter cabinet – original one damaged due to accident
- GWACC Director Gene Jannotti
  - Networking events now taking place in-person
  - Job Fair Survey
    - Local businesses suffering and need assistance
    - Continuing to be a problem across US
    - Planning to launch a Job Fair in September

**Public Comments**

- No residents present

Patricia Hanigan made motion to adjourn. Meeting adjourned at 8:39 pm

Next meeting – August 18, 2021

Respectfully submitted,

Jim Donofrio  
Secretary