



Downtown Westfield Corporation
Board of Directors Meeting Minutes
August 17, 2022

Present:

Lew Kimble, Chair
Jim Donofrio
Roberta Loew
Kelly Richardson

Les Trent
Burim Regjaj
Michael LaPlace

Absent:

Emily Root, Council Liaison
Lillian Pien
Anthony DiTomasso

Also Present:

Dawn Mackey, Mayor Designee, ex Officio
Craig Gibson, DPW, ex officio
Beth Brenner – DWC

Peg Lockwood, Design Chair
Erin Ben-Hayon, Promotions Chair
Steve Rinn, Economic Vitality Chair
Gene Janotti - GWACC

Public:

Matt Kadosh – TAP
Katie Moen – The Leader

Chair's Report

- Roll call

Secretary's Report: N/A

- Approval of minutes from July 2022 meeting approved by board

Treasurer's Report – Anthony DiTommaso

- July 2022 Report
 - Economic Vitality forecasting on budget to date with current projects
 - Promotions
 - Sweet Sounds is tracking on pace
 - Shakespeare in the Park – still reviewing/compiling expenses
 - Expect to be on track budget wise
 - Budget forecasting pacing is on track
 - New Organization
 - Tracking on pace for budget for the year
 - Expect savings and will report back to board in September, including where to potentially allocate surplus budget

Chair's Report – Lew Kimble

- Recap of inaugural Shakespeare in the Park (three-day event successfully executed)
 - Congratulations to Roberta for producing spectacular and professional show
 - Recognize and appreciate town's support including DPW, PD and FD
 - Audience reviews were all very positive.
 - Downtown restaurants benefited by delivering meals to attendees, creating a "Picnic in the Park"
 - Meals were named after Shakespeare characters
 - Outta Hand provided food for all the actors
- Executive Director Search Review
 - First round of interviews completed last week
 - DWC has working session next week to review candidates and feel confident we're moving in the right direction
- New Business
 - La Bendita
 - Chutzpah Kitchen
 - Kirshenbaum Baking Co.
 - Akai (moving into new space)
 - Mimi & Hill
 - Millburn Deli – will occupy former Jersey Mike's/Nathans spaces
 - Mochimoly
 - Reves Smoothie Cafe
- Reminder: 2023 Committee Planning Schedule
- Ribbon Cutting Dates
 - Nothing planned for next week
 - Expect September to be busy with many new business openings downtown

Design Committee Report – Peg Lockwood

- 21 blade signs in process
 - Strong demand from downtown businesses
- Rialto
 - Lighting is ordered
- Bicycle Oasis
 - Will be located behind Bovella's
- \$5K grant to Kirshenbaum Baking Co.
 - They invested \$76K in their storefront
 - Motion approved for \$5K grant

Economic Vitality Committee Report – Steven Rinn

- Downton Map Project
 - Vendor selected: Mappedin
 - Wayfinding software provides user-friendly tools for wayfinding experiences
 - App will include QR code functionality, 3D mapping, category listing for stores
 - Launch planned for early November, to be in place for holiday season
 - Will deliver analytics and other key reporting tools

Promotions & Events –Erin Ben-Hayon

- Shakespeare in the Park
 - Recognized theatrical production was a huge success
 - Professionally executed including quality of actors who performed

- Attendees expanded outside of Westfield to include Cranford and Garwood residents
- Rockin Shop coming downtown
 - DJ's for a couple hours for Back to School shopping (9/6)
- Will be extending Wicked Windows promotion
- Holiday promotions and programming will take place throughout downtown in December

Mayor Report – N/A

- Not in attendance

Liaison Reports

- Councilwoman Dawn Mackey
 - Further recognition to Roberta and Shakespeare in the Park
 - Recognition to Beth Brenner for all her assistance
 - Recognized the number of new businesses in town, as well as opening soon
 - Kelly – new galley opening showcasing local artists
 - Collaboration with Barsky Gallery (art collector in Hoboken)
 - There will be a call-out to local artists for participation in this year's Wicked Windows which will include the Rialto walkway
 - 8/28 – 3rd Annual March to Yorktown Day commemorating Washington-Rochambeau Revolutionary walk in 1781.
- Councilwoman Emily Root
 - No report: not in attendance
- DPW Supervisor Craig Gibson
 - Sweet Sounds nights out are going well with regards to clean up and coordination
 - Working on Fall responsibilities downtown
 - Burim inquired about improvements and development to our downtown sidewalks
- GWACC Director Gene Janotti
 - Farmer's Market going well and includes new merchants
 - Fall Festival - Festifall
 - Will include beer & wine café plus DJ
 - Will be participating in Washington-Rochambeau march
 - Golf Outing on 9/21 for scholarship fund (benefits five high schools in area)
 - Legislator lunch which includes Q&A

Public Comments

- N/A

Low Kimble made motion to adjourn. Meeting adjourned at 8:17 pm

Next meeting – September 14, 2022

Respectfully submitted,

Jim Donofrio
Secretary