



Downtown Westfield Corporation
Board of Directors Meeting Minutes
September 21, 2022

Present:

Lew Kimble, Chair	Michael LaPlace
Jim Donofrio	Anthony DiTomasso
Roberta Loew	Lillian Pien
Kelly Richardson	
Emily Root, Council Liaison	

Absent:

Les Trent
Burim Regjaj
Dawn Mackey, Mayor Designee, ex Officio

Also Present:

Mayor Shelley Brindle	Erin Ben-Hayon, Promotions Chair
Craig Gibson, DPW, ex officio	Steve Rinn, Economic Vitality Chair
Peg Lockwood, Design 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

- August 2022 Report
 - No changes in the forecast
 - Design committee meeting we evaluate budget and identify areas to increase/decrease – \$7,500
 - Will be spent by the end of the year
 - Budgets include sign and blade budgets
 - Promotions -\$12,500
 - Budget on track from last month
 - Sweet Sounds on pace
 - Economic Vitality – on budget
 - Organization – on budget

Chair's Report – Lew Kimble

- Downtown Business Update
 - Seven openings/ribbon cuttings
 - Francis Henri
 - Winnie Nails Spa
 - Upcoming includes Kirshenbaum Bakery & Hutzpah
 - 10 business under construction including:
 - Fresh & Co.
 - Sugaring NYC
- Executive Search Committee Review
 - Decided to repost opportunity
 - Search also includes targeting candidates
- Committee Discussion – 2022 Forecast & 3023 Requests
 - Reallocate budget to focus on areas of opportunity and needs
 - Committees are to evaluate current priorities/areas of focus/projects and determine what is needed in 2023
- Ribbon Cutting Dates
 - See above
- Streetworks Presentation and Preview Center
 - One Westfield Place opening preview center at 73 Elm Street

Design Committee Report – Peg Lockwood

- On budget to deliver on blade signs, which are in high demand
- New allocation of funds to be delivered for Rialto renovation
- Rialto Improvements include:
 - Planters and benches due next month
 - New lighting expected to be completed early October
 - Pulling up pavers on Central Avenue side and will be paving over with stamped pavers
- Lighting project starting next weekend

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
 - Mappedin
 - To be deployed Thanksgiving weekend
 - MJB project moving along
 - Working on artwork for downtown brochure

Promotions & Events –Erin Ben-Hayon

- Sweet Sounds continues to be well received and highly attended
- Shakespeare in the Park was a success
- Rockin Shop launch postponed
 - Timing was tough due to weather. Worth exploring again for next year.
- October - Wicked Windows
 - Over 30 business requested
 - Covered cost for paint

- November – Small Business Sunday
- December – holiday promotions programming includes:
 - Tree lighting – bakeries to participate
 - Trolley
 - Recognizing Hanukah
 - Santa Claus
 - Caroling
 - Small carnival themed blow-up promotion

Mayor Brindle/Councilwoman Mackey Report – N/A

- Mayor Brindle delivered update on Streetworks presentation
 - Heart of the proposal is the public spaces
 - Goal is to make downtown built for people
 - Opportunity to use existing L&T space
 - Will use liquor license in the space
 - Include 55+ housing
 - Connectivity to downtown
 - Consistency of look & field by using one developer
 - South side delivers additional office space
 - Will be using all wood for building and no steel
 - First of its kind on east coast
 - Two parking garages will deliver 450+ spots on north and south sides
- Public spaces: will be on both north and south sides
- Firehouse is old and doesn't meet current needs or requirements
 - Upgrade Central Avenue firehouse
- Project will deliver \$200M+ over 30 years
- Assessment will deliver over \$150K to DWC budget
- Preview Center will highlight project, engage residents, answer questions, etc.

Liaison Reports

- Councilwoman Emily Root
 - Excited for Preview Center to also include businesses and brokers
- DPW Supervisor Craig Gibson
 - Involved in all activities, events and initiatives discussed
- 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

LeW Kimble made motion to adjourn. Meeting adjourned at 8:28 pm

Next meeting – October 19, 2022

Respectfully submitted,

Jim Donofrio
Secretary