



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

Present:

- Lew Kimble
- Roberta Loew
- Michael LaPlace
- Scott Katz, Council Liaison
- Les Trent
- Anthony DiTommaso
- Lillian Pien
- Burim Regjaj
- Peg Lockwood, Design Committee
- Steven Rinn, Economic Vitality Chair
- Erin Ben-Hayon, Promotions Chair

Absent:

- Jim Donofrio
- Amy Fixler
- Craig Gibson, DPW, ex officio

Also Present:

- Dawn Mackey, Council – ex officio for Mayor Shelley Brindle
- Bob Zuckerman - DWC
- Beth Brenner – DWC
- Gene Jannotti

Public:

- Matt Kadosh – TAP Westfield

Chair's Report

- Roll call

Secretary's Report: n/a as Jim Donofrio did not attend meeting

- Approval of minutes from March 16, 2022 by board passed unanimously (Motion by Michael LaPlace, seconded by Lillian Pien)

Financial Report – Anthony DiTommaso

- March 2022 Report
 - Budget not yet finalized by the Town of Westfield
 - Scott Katz reported that the Town introduces budget on March 22 and finalizes on April 26, 2022
 - Design Committee expenditures: Signage Grants, Flower Vinyl Cling deposit
 - Approval of financials for March 2022

Patricia Hanigan Retirement – Lew Kimble

- Thank you for the years of service
- Lew Kimble is acting Chair
- Asking Board Members to volunteer for nominating committee for new Board Member and Executive Committee
- Asking Board Members to send ideas to Lew Kimble and Bob Zuckerman by following Friday

New Hybrid Meeting Format – Lew Kimble

- Use for DWC going forward

Executive Director's Report – Bob Zuckerman

- Main Street New Jersey Grant for \$75,000 received
 - Using for Rialto Walkway between Rialto and building next door; and Patio area on Central Ave
 - Lighting, art installation, redo pavers on sidewalk, benches, landscaping, WIFI, bike oasis (behind building and working with Bike Team form the Green Team)
 - Reimbursement grant: DWC and various partners will put in \$15,000 into project plus \$75,000 from State of NJ
 - Putting working group together from different areas to develop project
 - Acknowledged Anthony an getting quotes together and Peg and Design Committee for getting idea together
- Zoning Task Force
 - Met and members suggested where the core of downtown is and next rings and uses for different areas
 - Waiting for a report from Don Sammet. He will put together a draft of what committee has suggested
 - Then draft will be edited and an ordinance will be drafted
- Parklets and Open Quimby
 - All parkletson street are back.
 - Open Quimby will be reconstructed next. Same way as last year. Will be finished by following week and Spring Fling
- Downtown Parking
 - 15 minute parking removed except for a few spots
- Pizza Run
 - \$6,000 of sponsorship so far. Working to goal of \$20,000 in total (Lindaberry, UBS and Westfield Pediatric Dental)
 - 60 registered to date
- Business Openings and Closings
 - Maya Thai Eatery in Old Xocolatz space
 - MAG Physical Therapy at 84 Elm St, Suite B
 - Akai is moving soon to 47 Elm St
 - Mimi and Hill moving to 152 E Broad St in old NJ Workshop for the Arts space
 - Keller Williams moving to 1 Elm St.
 - Excel Physical Therapy moved to 128 Elm St
 - NJ Workshop moved to own building at 215 Elmer Str.
 - New food business in former Brummer's space
 - The Life by Allie and Paige at 52 Elm Space
 - Kirshenbaum Baking Co opening at 62 Elm St

- Artistique Hair Studio in former Charles Salon on Prospect
- La Bendita at 116 Quimby St
- AhD & Co to second floor of 116 Elm St
- Stonewater Architecture LLC
- Ribbon Cuttings
 - Saturday April 23 at TheGallery at 21 Elm St
 - Thursday April 28 at Edward Jones at 251 North Ave W and Brunner Eye Care at 100 E. Broad St
 - The Farmhouse Store at 221 E Broad St celebrating 15 years in business
 - The Life by Alli and Paige at 52 Elm St Saturday April 30 at 4:30 pm

Design Committee Report – Peg Lockwood

- vinyl flower clings being put up on Friday in Regina’s Storefronts and Nathan’s Windows
- Banners not ready yet... Snow flakes will be removed prior to that
- Blade signs will be put up at new Bubble Tea and Kirshenbaum Baking Co

Promotions & Events – Bob Zuckerman

- Thanks to Les for Creating March Menus. Very successful
- Girls’ Night Out is on Thursday, May 5 from 5 until 9pm
 - 2 bands
 - More participants both businesses and public
- Spring Fling – some businesses will participate
- Burim has a Pizza for the Police event in May
- Sweet Sounds is almost finished scheduling

Economic Vitality Committee Report – Steven Rinn

- MJB Consulting in Phase 3 and moving into Phase 4
 - Phase 4 will be producing collateral materials for use in Phase 5
- Working on Downtown App that will help for real time

Mayor Report – ex Officio Councilwoman Dawn Mackey

- Thanks Patricia Hanigan for service
- Excited about new openings report
- Redevelopment report
 - Disappointed in information being put out prior to official announcements

Liaison Reports

- Councilman Scott Katz
 - Thanks Patricia for her service
 - Budget hearing is Tuesday, April 26
 - 2022 Tour de Westfield is Sunday, June 12 from 10 am- to 12 pm.
 - Start and finish at Westfield Train Station
 - 3 miles long
 - Several downtown businesses will take part...Manhattan Bagel, possibly Kilwins and Ono Bowls
- GWACC Director Gene Jannotti
 - May 1 - Spring Fling: lot of vendors signed up
 - Farmer’s Market begins May 7

- Health and Wellness Expo on May 22 at the Presbyterian Church
 - 40 businesses taking part

Public Comments

- No residents in attendance

Lew Kimble made motion to adjourn

Next meeting – May 18, 2022 at 7:30 pm