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
- Craig Gibson, DPW, ex officio
- Amy Fixler

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 parklets on 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