



Downtown Westfield Corporation

Board of Directors Meeting Minutes

June 16, 2021

Present:

Patricia Hanigan, Chair
Anthony DiTomasso
Jerry Eicke
Michael La Place
David Casiere

Lillian Pien
Lew Kimble
Roberta Loew
Bob Conway
Dawn Mackey, Council Liaison

Not Present:

Jim Donofrio
Mayor Brindle

Also Present:

Craig Gibson, DPW, ex officio
Erin Ben-Hayon, Promotions Chair
Bob Zuckerman – DWC
Gene Janotti - GWACC

Beth Brenner – DWC
Peg Lockwood, Design Committee
Ian Hooks, Economic Vitality Chair

Public:

Matt Kadosh – TAP Westfield
Jessie Winter – Westfield Leader

Chair's Report

- Roll call

Secretary's Report:

- Approval of minutes from May 19, 2021 meeting approved by Board.
Motion to approve by Lew Kimble. Seconded by Lillian Pien.

Financial Report

- Motion to accept financials by Bob Conway. Seconded by Lew Kimble. Approved by all.

Executive Director's Report – Bob Zuckerman

- Commercial District Services will begin to clean and water plants on Quimby St through September.
 - Three Days a week. Wednesday, Saturdays and Sundays
 - Helps DPW
- Assemblyman Bramnick, Gene Jannotti and Mayor Brindle and Annette at Farinolio about difficulty hiring employees
 - Extended unemployment benefits makes it harder, especially service industry
 - Extension ends in September
 - Job Fair/Career Day for downtown Westfield
 - Create a brief survey to get an idea of who is having trouble in Westfield businesses, when the best time to do a job fair, etc.

- WestfieldToday.com Hiring List
- Open Quimby
 - Chalk Event coming up
 - Race Car event drew a lot of people
 - Multi Directional Sign...Finger Sign will go in on corner of Quimby and Elm – South East Corner on Monday – local distances on one side and more exotic locations and distances on the other side.
 - Dan Biederman and staff meeting
 - Giant games
 - Things people can do on a daily basis that is not an event
- Sweet Sounds Downtown begins in July
- Moving into 133 Prospect St on August 1
- MJB Consulting Report
 - Michael Berne will present to Board and Economic Vitality Committee in a session
- Beyond Main deck was sent to Board by owner Kate Giovambattista
 - Bob is suggesting extending the DWC payment for business fees until the end of 2021. DWC ends subsidizing businesses at beginning of 2022
 - Lew Kimble led Board discussion about continuing financial support
 - Can promote on new electric station and medallions for store businesses around 6" in diameter
 - Motion to continue by Dawn Mackey and seconded by Lew Kimble, approved by all
- Vacancy Report
 - New business, Custom Ink, is open
 - Robert Anthony Jewelers moving from Rialto space to old Alex and Ani space on E. Broad and Elm St.
 - New retail Liquor License owner is looking for an available space in Westfield to open boutique Liquor Store
 - Midtown Authentic moving out on Friday

Patricia Hanigan announced Board Structure Change and Economic Vitality Committee Chair change

- Each Board member is asked to co-chair one of the committees
- Ian Hook is stepping down as Chair of Economic Vitality Committee but will remain on the committee
- Steven Rinn will be new Chair of Economic Vitality Committee

Design Committee Report – Peg Lockwood

- Coffee Hut was painted. Top color was incorrect and will be modified by paint company.
- Inquiries about Sign Requests but none were finalized
 - G Lab Aesthetics is moving from Lenox Ave to a larger space on Elm St and applying for a Sign Grant

Promotions & Events – Erin Ben-Hayon

- Open Quimby very lively
- Sidewalk Sale Days is Thursday, July 15 through Sunday July 18
 - Hire photographer to take photographs of the Sale Days
- Possible Dog Days of Summer

Economic Vitality Committee Report – Ian Hooks

- Transition of Steven Rinn moving into co-chair role
- MJB report
- Speaking to Beyond Main owner and asking Westfield Tech Committee to take a look at the site to see if they can suggest any improvements.

Liaison Reports

- Dawn Mackey
 - Chalk it up to Summer event explanation about weekend event

- Characters hidden on stores to encourage walkability of Westfield
- Shout out to John and James Ward for donating Selfie Stations NJ as a vaccination spot for downtown employees
- Art to Central Avenue underpass. One side will be “Welcome” the other side will be ‘AddamsFest”
- Craig Gibson
 - Advertisement has gone out to secure an operator of Coffee Kiosk closing on June 29, 2021
 - It will be reviewed by Board and Town Council hoping to have an operator by fall 2021
- Gene Jannotti
 - In person meetings have begun again with a Women in Business meeting
 - Farmers Market doing well but Donaldson Farms could not attend this year because of lack of help. Volume is up and has entertainment

Public Comments

- No residents present

Next meeting – July 21, 2021

Respectfully submitted,
Beth Brenner