



Downtown Westfield Corporation
Board of Directors Meeting Minutes
August 18, 2021

Present:

Patricia Hanigan, Chair	Michael La Place
Dawn Mackey, Council Liaison	David Casiere
Jim Donofrio	Lew Kimble
Jerry Eicke	Roberta Loew
Lillian Pien	Michael LaPlace
Bob Conway	

Absent:

Anthony DiTomasso
Mayor Shelley Brindle
Steven Rinn, Economic Vitality Chair

Also Present:

Craig Gibson, DPW, ex officio	Peg Lockwood, Design Committee
Beth Brenner – DWC	Erin Ben-Hayon, Promotions Chair
Bob Zuckerman – DWC	Gene Janotti - GWACC

Public:

Jesse Winter – The Leader
Jackie Lieberman – The Patch

Chair's Report

- Roll call

Secretary's Report: N/A

- Approval of minutes from July 21, 2021 meeting approved by board

Financial Report

- July 2021 Report
 - Budget wise looks good and expenses are consistent
 - Uneventful spend across July
 - Expenses include Sweet Sounds
 - Quimby Street: clean-up crew
 - Design – line item for projected signs
 - Salad House interested in blade sign
 - Motion passes to approve financials

Executive Director's Report – Bob Zuckerman

- Gift cards – Yiftee approval
 - Reviewed two proposals with executive committee. Consensus to move ahead with Yiftee digital card because of the following:

- Cost
 - Nimbler since it will be on users' phones
 - Cost is to the consumer
 - Gift card do not expire
 - Easy process with merchants
 - Closed loop system with merchants
 - Lew delivered his recommendation for program and benefits
 - Motion to move ahead with Yiftee approved
- Social Media – Social Status Co. approval
 - Mutually parted ways with Nicki McAuliffe and hope to partner in the future
 - Moving forward partnering with Social Status Co. who is based in Scotch Plains
 - Launched Hoboken Business Alliance
 - Familiar with Westfield downtown and businesses
 - Will be assigned two dedicate – 25 hours per week
 - 6month commitment to ensure it's a strong fit for both parties
 - Fee is \$4K per month (\$24K total over 6 months)
 - Motion passes to approve Social Status Co. with one opposed (Bob Conway)
- Job Fair
 - DWC in conjunction with GWACC & Union County partnering to conduct job fair
 - Downtown having difficult hiring quality work and recognized this as a national problem
 - Date: Wednesday 9/29 from 11-3pm at Town Hall Community Room
 - Next steps are working on logistics with Union County officials
 - New Lidl supermarket is on board
- Office update
 - New office address will be 133 Prospect Street
 - AFD Furniture donating three desk sets with chairs
 - Goal is to move in 1st week of September
- Main Street grant opportunity
 - \$50K per project
 - Examples can include Tech in library, refresh new park
 - Our submission must be for a downtown project
 - Challenging board to come up with ideas for project
 - Two deadlines
 - 1st round: July – September
 - 2nd round: October - December
- New businesses and vacancies
 - Robert Anthony Jewelers to officially open over next two weeks
 - Assisting Dog Bakery owner who is focused on downtown Westfield

Design Committee Report – Peg Lockwood

- Two grants for Anthony Jewelers
 - Sign - \$500
 - Repaint - \$650

Economic Vitality Committee Report – Steven Rinn

- Steve not in attendance – Lew delivered report
- MJB Consultant:
 - Phase 1 report completed and will be presenting in September DWC meeting which include positioning strategy for downtown
 - Phase 2 in process

Promotions & Events –Erin Ben-Hayon

- Sweet Sounds going well
- September 23 – Girls Night Out being planned with book signing and possible celebrity appearance
- September 26 – partner with Green Team on bike tour around Westfield
- Pizza Tour promotion – in discussion
- Electric Car Show being explored for South Side

Mayor Report – N/A

- Not in attendance

Liaison Reports

- Councilwoman Dawn Mackey
 - Train kiosk awarded to Box Car
 - Murals to be added to Central Avenue underpass
 - 20th anniversary services of September 11th will be at 8:30am
- DPW Supervisor Craig Gibson
 - Resolving lighting issues downtown
- GWACC Director Gene Janotti
 - Farmers market task force being created to address current challenges with lack of farm vendors and loss of major farmer
 - Having on Saturday is challenge for farmers due to other commitment on same day
 - Considering moving to a different day

Public Comments

- Shawn Mullen @ 760 Carlton Road in attendance – no comments

Patricia Hanigan made motion to adjourn. Meeting adjourned at 8:47 pm

Next meeting – September 15, 2021

Respectfully submitted,

Jim Donofrio
Secretary