



Downtown Westfield Corporation
Board of Directors Meeting Minutes
February 15, 2023

Downtown Westfield Corporation February 2023 Meeting

Present:

Lew Kimble
Anthony DiTommaso
Roberta Loew
Les Trent

Lillian Pien
Burim Regjaj
Linda Habgood
Mayor Shelley Brindle, ex officio

Absent:

Craig Gibson, DPW, ex officio
Amy Kobberger
Kelly Richardson

Michael LaPlace
Lauren Bieber

Also Present:

Samantha Horning – DWC
Erin Ben-Hayon, Promotions Chair
Beth Brenner – DWC

Peg Lockwood, Design Chair
Steve Rinn, Economic Vitality Chair
Gene Janotti - GWACC

Public:

Matt Kadosh – TAP
Katie Moen – Westfield Leader

Yvette Homer, Vice Chair of Plainfield SID
Mario Camino, Chairman of Plainfield SID

Chair's Report

- Roll call
- Approved January 2023 Minutes. Motion by Lew Kimble, second by Linda Habgood

Treasurers Report – Anthony DiTommaso

- January expenses of draft budget normal.
- Carry over from 2022 allocated and approved but spending will occur in 2023
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Executive Director Report – Samantha Horning

- Town Of Westfield Department Head meeting; Green Team; all three DWC committees; Gene Jannotti of GWACC , Streetworks and their Media Company; Jackie Lieberman of Tap into Westfield; Volta Advertising; Katie Moen of Star Ledger; and Ron Ostroff of NJ.com
- Registered for Main Street Conference and classes
- DWC Marketing Launched Linked In Page
 - Talked to three prospective writers for Linked In content as well as social media and WestfieldToday.com
 - Designed new business cards
 - Social Media campaigns and Valentine Gift Guides

- Designed larger event signage... metal background and can make magnet signs. Working with Craig for manufacturer and Town property for placement
- Toured Rumble's new space, attended Ricardo Roig's Grand Opening for new gallery, spoke with Indigo about their business
- Looking into idea for T-Mobile grant: an amphitheater at Foundation Park .
- New Businesses and Closures
 - Ricardo Roig Gallery
 - Janus Closet closed
 - Multiple businesses opening soon: Millburn Deli, Fresh & Co, Rumble Boxing, Sugaring NYC, Maize Cocktails and Cocina, Fortis Coffee , MochiMoly, Stretch Labs

Design Committee Report – Peg Lockwood

- Funding drop box for Ricardo Roig Heartworks Gallery within his gallery
- Funded 15 Blade Signs – 7 more are still being designed for 18 in total
- QR code plaque being made for wifi at Rialto

Promotions & Events –Beth Brenner

- Quick recap of Holiday season - biggest one in years.. though it was fantastic
- February Gift Guide for Valentine's day
- March Menu Food Tour by Les Trent. Also includes a gift card giveaway social media contest
- Possible Dominos Lighted Event at the North Ave Train Station. Dependent on getting sponsors though
- March self-directed Chocolate Tour with golden ticket gift card giveaway

Economic Vitality Committee Report – Steven Rinn

- Downtown App is progressing, database is being updated, looking for April rollout
- Merchant Onboarding and Meet Ups
 - Brochure to give out to new businesses by March
 - Organize Meet Ups for businesses
- Retail Project for Property Owner and Broker brochure is finished. Email with digital copy and detailed list of brands that would make sense to bring to Westfield.
 - Brochure is also being printed

Liaison Reports

Mayor Brindle

- Town Council adopted redevelopment plan
- Thanked DWC and Chamber of Commerce for public support.
- Michael LaPlace wrote the 1999 Downtown Plan and new project almost identical strategy.
- There are still steps in the process. Adaptive plan, and 5 year plan
- Linda Habgood led the Financial Plan. She is a gift because of her knowledge.

Councilwoman Linda Habgood

- Further discussed overwhelming support of redevelopment plan; admitted some vocal non supporters also
- Was at Preview Center multiple weekends and many visitors very receptive of Streetworks plan
- Streetworks has adapted plan based on feedback from residents
- Also discussed with Mayor Brindle about adding retail. They will be able to curate retail in their own projects that is complimentary to Downtown Westfield.
 - Still less retail than when Lord and Taylor was here
 - Might try new concept of a Saks Club... just one of each size and customer works with personal shopper but does not take home product

- Discussed questions about parking and circulation plan
 - Can improve intersections with smart lights because of investment from Streetworks project. It allows more intersections to be done at the same tie instead of the Town only being able to do one at a time
 - Will be able to see where parking is available because of new technology because of partnership
- Linda also thanked DWC, Chamber and business community support of project.

GWACC Director Gene Janotti

- 75th Anniversary Year celebrating with a large gala at the Westwood in Garwood on April 27. \$125 per person.
- Spring Fling set for May 7
- Had a Health and Wellness event with 35 of the 100 health and wellness businesses I the area.
- Young profession meeting next week
- Lions Roar event tomorrow night at 6 pm

Public Comments

- N/A

Anthony DiTommaso made motion to adjourn. Seconded by Linda Habgood. Meeting adjourned at 8:25 pm

Next meeting – March 15, 2023 will be zoom only