



**Downtown Westfield Corporation**  
**Board of Directors Meeting Minutes**  
March 15, 2023

**Downtown Westfield Corporation March 2023 Meeting**

**Present:**

Lillian Pien	Michael LaPlace
Lew Kimble	Burim Regjaj
Anthony DiTommaso	Linda Habgood
Roberta Loew	Amy Kobberger
Les Trent	Kelly Richardson

**Absent:**

Lauren Bieber	Mayor Shelley Brindle, ex officio
Peg Lockwood, Design Chair	Steve Rinn, Economic Vitality Chair

**Also Present:**

Samantha Horning – DWC	Beth Brenner – DWC
Craig Gibson, DPW, ex officio	Gene Janotti - GWACC
Erin Ben-Hayon, Promotions Chair	

**Public:**

Matt Kadosh – TAP	Katie Moen – Westfield Leader
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**Chair's Report**

- Roll call
- Approved February 2023 Minutes. Motion by Lew Kimble, second by Roberta Loew

**Treasurers Report – Anthony DiTommaso**

- Budget in line with expectations
- Changes:
  - Started tracking projects specific funding
  - Separated ARP grant out of normal budget
- Contingency budget increased \$3k

**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
- Spoke with strategic management social group, hired by rialto to put a study together to see how activating rialto will benefit/effect downtown
- Spoke with Wonder about sponsorship possibilities

- Discussed new Communications Specialist for the DWC, Charlotte Van Why
  - Growing LinkedIn
  - Attended Rumble opening
  - Wrote press release
  - Setting up interviews for business owners downtown
- Submitted letter to the Town Property and Code review committee for the Amphitheater at Foundation Park
- Activated the EV charging stations with our ads
- Entered into annual advertising contract with tap into Westfield
- Promotion sign quotes are in and drove around town for potential locations
- Met with Jim and Kim about welcome brochure
- Received ordinance about parklets and will walk around to the 14 business tomorrow and explain the new ordinance to them
- Prepared for Main Street Organization conference
- Milburn Deli and Fresh&Co opened
- John Roberts closing
- Wonder is moving to the old CVS location
- AHD + Co, 114 Elm St - Ribbon Cutting on April 15 at 10 am

#### **Design Committee Report** – Beth Brenner for Peg

- Voted on a \$700 grant for the Fresh&Co wall sign
- No new Blade signs this month
- Bovellas still has a pending installation for their sign
- Started talking about planters and flower placement for Spring

#### **Promotions & Events** –Erin Ben-Hayon

- Les Trent’s March Menu on DWC social medias – Chance to win a gift card
- Chocolate Tour and Raffle giveaway
- Clue hunt preparing for April 22 – Seeing what businesses will participate
- May - Girl’s night out

#### **Economic Vitality Committee Report** – Lew Kimble for Steven Rinn

- Downtown Directory Mobile app
  - Data has been populated onto platform
  - Ongoing review to keep an accurate map
  - Target Launch still set for April
  - Will be able to receive the data analytics of the app
- NJ retail report
  - Details were delivered to property owners
  - Will receive their feedback
  - Can use this for future tenants/property owners
- New Merchant onboarding brochure online and physical

#### **Liaison Reports**

##### **Councilwoman Linda Habgood**

- Finished all the votes associated with One Westfield Place – Ordinances, special assessment agreements, passed resolution for the bonding
- Developers can start moving ahead with the project – still some time before ground is broken
- Preview center will remain open for One Westfield Place

##### **Craig Gibson** – DPW

- Waiting for feedback from businesses about parklets

- Mid-April to begin parklet process

**GWACC Director Gene Janotti**

- Networking meeting at Lions Roar
- Chamber event with Woodbridge chamber – to get our members more exposed to other business owners in communities nearby to collaborate
- Gala on April 27
- Spring Fling set for May 7
- Went to NJ chamber of commerce assemble learning about renewing business in NJ

**Public Comments**

- N/A

Michael LaPlace made motion to adjourn. Seconded by Roberta Loew. Meeting adjourned at 8:25 pm

Next meeting – Wednesday April 19, 2023, 7:30 pm will be hybrid