



**Downtown Westfield Corporation**  
Board of Directors Meeting Minutes  
June 21, 2023

**Present:**

Lillian Pien  
Lew Kimble  
Roberta Loew  
Jeff Kirshenbaum  
Linda Habgood

Amy Kobberger  
Burim Regjaj  
Linda Habgood  
Lauren Bieber  
Anthony DiTommaso  
Michael LaPlace

**Also Present:**

Craig Gibson, DPW, ex officio  
Peg Lockwood, Design Chair  
Erin Ben-Hayon, Promotions Chair

Beth Brenner – DWC  
Gene Janotti – GWACC

**Absent:**

Les Trent  
Mayor Shelley Brindle, ex officio

Samantha Horning – DWC  
Steve Rinn, Economic Vitality Chair

**Public:**

Andrea Crowley-Hughes – TAP

**Chair's Report**

- Roll Call
- Lillian brought up the vote Sam mentioned for the grant with a max reward of 27k to help make Quimby more pedestrian friendly / aesthetically pleasing
- Surveyed the business owners about open Quimby - most mentioned the poor look of it
- Use the grant for new tent tops, turf for open area, new flowers, new chairs for events, etc.
- Called for vote - passed with full support

Approved April 2023 Minutes. Motion by Michael Laplace, second by Lew Kimble

**New board member Jeff Kirshenbaum was introduced to the group.**

**Treasurers Report – Anthony DiTommaso**

- Design: lighter on budget than expected - Still utilizing ARP grant
- Economic vitality: normal spending - Everything looks good

- Promotions: held a couple events - Spending was in line with budget
- Holiday expense 17k - will be reimbursed for that

#### **DWC - Lillian Pien for Samantha Horning**

- Had meetings with the YMCA and Westfield memorial library for more daytime programming
- Attended YMCA 100 year anniversary gala and contributed a basket for their event
- Putting together a program on Quimby for them - trying to liven up Quimby due to the merchants survey
- Weekly meeting with Amanda D at Streetworks - speaking about merchant engagement theories that will start in middle of July
- Participated in walking tours of downtown that sponsored four of our businesses
- Pizza run update - met with Joe and his company about taking over the run
- Non-profit designation - still waiting for more info in order to move application forward
- Was trained on SAGE
- Worked with Craig to create QR code signs for the map app
- Wonder ribbon cutting and Rumble soft opening

#### **Design Committee Report – Peg Lockwood**

- Have not spent as much as expected
- No Façade renovation projects requested yet, but 4 new stores coming in
- Bike Oases are open and looking good
- If we do not get the grant – can use design budget for restoration renovation

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

- Gearing up for Sweet Sounds
- June was a quiet month for events
- Next big event – Shakespeare in the park
- Sending out sponsorship opportunities for Shakespeare

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

- Merchant engagement series will be starting – partnering with Retail Advisory group and Streetworks
- Decided on first 3 topics for the workshop – target for end of June or July for first meeting
- Mobile directory is live – QR codes will be placed around town
- Evaluating a potential intelligence data system to help gain consumer data ex. How long they stay in the area; Demographics

#### **Liaison Reports - Linda Habgood for Mayor Shelley Brindle**

- Counsel meeting this Tuesday – only one meeting a month for Summer
- Lots of projects in the works for downtown

#### **Craig Gibson – DPW**

- Helped with Tour de Westfield – successful event
- Put out two solar charging benches in town and two more waiting to be placed

- Redistribute the benches being replaced by solar ones
- Plant materials were all purchased and planted on Quimby

**GWACC Director Gene Janotti**

- NJBIA came into town and met some business owner – created a video
- Irish business association is having their award dinner
- 75<sup>th</sup> anniversary directory – taking ads for that
- Pool party with Cranford Chamber of Commerce

**Public Comments**

- Shoutout Police Department!

Michael LaPlace made motion to adjourn and Lillian Pien seconded. Meeting adjourned at 8:35 PM

Next meeting – Wednesday August 16 at 7:30 will be hybrid