



**Downtown Westfield Corporation**  
Board of Directors Meeting Minutes  
October 18, 2023

**Downtown Westfield Corporation October 2023 Meeting**

**Present:**

Lillian Pien  
Roberta Loew  
Linda Habgood  
Lauren Bieber  
Burim Regjaj

Amy Fixler  
Anthony DiTommaso  
Michael LaPlace  
Les Trent  
Lew Kimble

**Also Present:**

Lew Kimble – GWACC  
Peg Lockwood, Design Chair  
Samantha Horning – DWC  
Erin Ben-Hayon, Promotions Chair

Beth Brenner – DWC  
Craig Gibson, DPW, ex officio  
Steve Rinn, Economic Vitality Chair

**Absent:**

Jeff Kirshenbaum  
Mayor Shelley Brindle, ex officio

**Public:**

Katie Moen – Westfield Leader  
Tyler Brown - TAP

**Before the official meeting began, there was a training session on Placer AI.**

**Chair's Report**

- Roll Call
- Review September minutes
- After EV report - Voted on getting Placer AI – vote passed
- Lillian and Lew beginning a review of Samantha's first year as Executive Director. Will be speaking to Board Members to gain feedback on how things have been going.

Approved September 2023 Minutes. Motion by Lew Kimble, second by Les Trent

### **Treasurers Report –Anthony DiTommaso**

- Reviewed all the committee budgets
- Design: light month in September; next few months are going to be large spending
- Other committees on track
- 2 ARP grants – one is being spent on the app; the other grant is unallocated and have until March to spend it
- Mainstreet Grant (specific towards Quimby) – most of it has been allocated for benches, tents, etc.

### **DWC - Samantha Horning**

- Series of stakeholder meetings for One Westfield Place – kicking off next week
- Meetings with county about small business Saturday – UC loves small biz campaign
- Nonprofit designation – submitted papers into lawyer – will hopefully be have it next year
- Lunch and Learn engagement series about Data Axel with the Memorial Library
- Updating the Mappedin App
- Hired media company in town to create videos for the UC loves small biz campaign
- Sweet Sounds Encore – could only do 2 of the 4 nights in September
- Lincoln is doing a test drive event the 28<sup>th</sup> and 29<sup>th</sup> in town
- Grant through NJNE – if received it will be used to draw out the plans for the possible amphitheater
- Upcoming Ribbon Cuttings: Donor Kebab
- Openings: Fortis Coffee; SurgaringNYC

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

- Received approval for lights on Elm Street
- Put deposit down to purchase lights
- Approval from fire department
- Lighting designer is working with Craig to take down Quimby Lights and put them on Elm

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

- Tree lighting is November 26 – pretty much same as last year – will have hot coco and cookies from Bovellas, Santa in front of tree, elves from Acting Out
- Shop Small Saturday – Gift Card Giveaway (\$1,000)
- Items we already have – large light next to tree; snowman picture moment; got some extra lights; wrapping light poles with garland; two large nutcrackers flanking the black box in front of Blue Mercury
- Working on getting another menorah – placement suggestions are open
- Decorations are largest part of budget this year
- Got a light up moose to give out in stores for Hannukah
- Want to have a Kwanzaa night – possibly a DJ in one of the stores with games or artwork
- Photos with Santa – Have a Nice Clay, Little Nest and Indigo Arts Studio
- Harmonics Carolers coming for two weekends
- Miracle on Elm street – Santa's Mailbox

- Voted on event lineup and how the budget for the Holidays is used – vote passed

### **Economic Vitality Committee Report –Steven Rinn**

- Presentation before the meeting explained how Placer AI works and what it does
- EV committee is unanimous in the purchase of Placer AI
- Did a competitive analysis between multiple different platforms to choose from
- Negotiated a deal to split the payments in order to start placer in Q4 – for the Holiday season
- Can use the info for business owners as well
- Merchant engagement second series this morning – all about collaboration (a little over 20 people in attendance)
- Showed the breakdown of data from the mappedin app

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

- Reminder that we are deep in AddamsFest – check out the website, art gallery, and different events throughout the month
- Lot of engagement so far – pet parade went well
- If there are people you know who haven't been to the Preview Center yet, reach out because Linda will be at the event in the Preview Center updating people

### **Craig Gibson – DPW**

- Charlie's Ale Garden at Armory – prepping for that
- String Lights on Quimby – call scheduled to discuss what is involved to relocate those and add more
- Parklet season is through October 31 – begin the cleanup of those spaces the day after
- Sunday Police Department and Fire Department host Halloween event

### **GWACC Director Lew Kimble**

- Officially making the transition in change of Executive Director
- October 27: networking breakfast at the Y and
- November 16: an evening network event at Casa Gourmet
- Finalize dates and plans for chamber in 2024 and FestiFall planning
- Canceled 3 of their 6 events this year – try to avoid this for next year

### **Public Comments**

Michael LaPlace made motion to adjourn and Burim Regjaj seconded. Meeting adjourned at 8:50 PM

Next meeting – Wednesday, November 15 at 7:30 will be hybrid