

Westfield

City Hall
59 Court Street
Westfield, MA 01085

January 2012



Message from Mayor Knapik

Welcome to 2012. It's hard to believe that 2011 has come and gone and we are well into January 2012. With a new year, comes a renewed spirit in our city. As the Great River Bridge and Main and Broad Street projects come to an end this spring we will continue our efforts to improve our city's infrastructure. We will begin the Elm Street Connector Project early in the spring. The Connector will "connect" the two projects. It includes upgrades to the utilities,

Pavement, signal lights, sidewalks and curbing. This project is anticipated to start in April or May and be completed by the fall. Additionally, the Gas Light District Project will likely start later in the season. This effort will improve the utilities, curbs, sidewalks, pavement and lighting in the area boarded by Franklin, Washington, Court and Elm Street. This is anticipated to take two years.

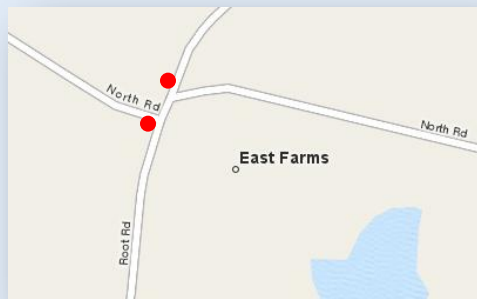
As we move closer to the spring, we will hold informational meetings downtown to provide updates on the projects.

And 2012, will officially mark our renewed efforts to address the Elm Street Revitalization Project at the Elm, Arnold and Church Street location. Soon a reuse feasibility study will be undertaken and the results of which should be available by the end of the year.

Additionally, we recently met with our environmental consultant on the environmental issues at the site. And with this information, the assessment phase is essentially over and plans for reuse can be created.

City Council Meeting Highlights December 1, 2011

- Public Participation: The Friends of Columbia Greenway are officially a nonprofit organization.
- Approved: Heavy vehicles prohibited from using "Engine Brakes" on Holyoke Road; East Mountain Road; and Southampton Road from Summit Lock Road to Mass Turnpike entrance. ("Engine Braking" contributes to noise pollution and may cause vehicles to skid.)
- Approved: To create an Assistant Personnel Director position.
- Stop signs added for:
 - North Road - Eastbound when intersecting with Root Road
 - Root Road - Westbound when intersecting with North Road



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http://www.cityofwestfield.org/?page_id=841

Watch full episodes of "Westfield, It's Your City"

<http://vimeo.com/channels/201443>



“Drumming up Business”



Performance Music on Elm Street in Westfield has been in business for 17 years but more ready than ever to continue to “drum up” business. The music shop is a retailer of every imaginable instrument and accessories, completes instrument repairs, offers music lessons (both instrumental and voice) and are now an ideal spot for “jam sessions”.

This multi-purpose music shop recently went through a merchant metamorphosis of sorts after receiving grant funds from the Community Development Block Grant (CDBG) and funds from the Westfield Gas & Electric, as part of their Commercial and Industrial Incentive Program.

The CDBG program teamed up Sunshine Garska, the owner of Performance Music, with Christine Moynihan an expert retail consultant from Cambridge, MA. Christine provided Sunshine with a report on her recommendations to spruce up the space, making it more customer-friendly and maximizing the customers overall shopping experience.

Sunshine went “full amp” executing many of the recommendations in the report

such as removing posters behind guitars hanging from the walls and replacing the backdrop with solid color fabric. This allowed the merchandise to be seen and “pop” from the walls. The shop has been completely reorganized with everything “in its rightful place” says Sunshine. This change allowed them to increase their inventory by now having enough organized space to store and display.



The funds from the Westfield G&E, which is a matching funds program, enabled Sunshine to revamp the store’s lighting. This brightened up the space and let customers get a better view of the extensive products that Performance Music has to offer. Before and after photos of the shop show a stark contrast from the shadowy ambiance to the now illuminated space. Sunshine says that customers who had not stopped in for a while have come in and said “Oh my God, it’s not the same store!”

Having a music store right in our downtown is such a bonus for the city of Westfield. It is widely known that music introduced at an early age helps improve student’s math and science skills. Sunshine says that children ages 8 – 10 years old are the ideal age to get them started with music lessons. They’re like “little sponges” and are more likely to stay with it as they grow. It’s a great alternative to video games and adds another interest for young people.

For those already hooked on music, Sunshine has converted their former restaurant “Jesters” into a “jam session” space. This large and eclectic space is already outfitted with drums and amps to make it easier to pull together your band for rehearsals or a small performance. Performance Music also uses it for their own group sessions/lessons and a Jazz Clinic. Those interested can give them a call and become part of the group. To get information on the different programs and rental fees you may contact the store at the number provided.



126 Elm Street
Westfield, MA
413-568-5383

www.performancemusic.com



A Fervor over Fiber Arts

You might recognize terms such as knitting, crocheting, quilting, even weaving, but are the terms tatting, temari, spinning, carding, felting and bumps familiar to you? If you are a fiber artist such as Kathy Coach is, this is everyday conversation to you.

Kathy is the multi-talented owner of Westfield Yarn & Thread located at 22 School Street in Westfield. It is staggering the amount of talent that Kathy has in her fingertips. One becomes mesmerized watching her take common embroidery thread and quickly weaving it into intricate circles and patterns using a small instrument called a shuttle. The end result is a piece of art that can be used as an embellishment on a piece of clothing, greeting card or just to appreciate as is.

Tatting is effortless for Kathy but it is not the main reason would-be students seek her out. Kathy offers customized classes in knitting, crocheting, and quilting. While she posts upcoming classes on her website,

www.westfielddyarn.com she also gets calls from people expressing an interest in a project and will put together classes or even an individual

program of instruction for them. She has conducted mother/daughter workshops to create a customized wall hanging and has done private coaching for special quilting projects.

With Kathy's extensive background in fiber arts you could call her for instruction on just about anything. Kathy has the knowledge, patience and is "success driven" for her students of all ages.



"It is my hope that every student who learns at Westfield Yarn and Thread Studio will leave with an art that brings them relaxation and achievement."

Kathy Coach

Kathy says her "greatest satisfaction is when someone learns something new" and even though she is the President of the Massachusetts Weavers Guild, Kathy is also a student focused on learning. Kathy is finishing up her fourth year of study at the Hill Institute in Florence to earn her Master Weavers Certificate.

Her weaving projects are simply spectacular and if you are traveling down School Street it's worth a stop in to see her work and check out the studio. If you do stop in you'll also be able to see the results from improvements through the Community Development Block Grant funds that Kathy was the recipient of in 2011. While Kathy says the grant process didn't actually direct more people to the studio, once they arrived they saw a



better visual presentation. "There was so much to learn that I would like to go back and listen to the consultant again."

In Westfield Yarn & Thread you'll also find everything imaginable to complete your projects. Kathy doesn't focus on the retail aspect of her studio but has it all, and wants to make it easier to get what you need without having to take a long drive.

Westfield Yarn & Thread

22 School Street
Westfield, MA
413-568-0044

westfield.yarn@verizon.net

www.westfielddyarn.com

Wed: 4pm – 6pm

Thurs/Fri: 1pm – 5pm

Sat: 10am – 2pm





Gianpaolo Sesti is living his American Dream. The Italian-American immigrant came to the United States at the age of 22 from beautiful Naples, Italy. With over 25 years as a restaurateur, former owner of Piccolo's in Westfield, began his latest venture "Emma's Everyday Gourmet" with his wife and daughter Emily, the restaurant's namesake, on December 12, 2011.

With a warm and welcoming environment, Emma's Everyday Gourmet, located on 45 Washington St., is an Italian dine-in and take-out restaurant, with something for everyone. From grinders, spaghetti with sausage and meatballs to specialty dinner meals and catering, you're sure to find what you're looking for.

Gianpaolo's ambitious daughter "Emma" runs the restaurant with her father, and is a full-time communications student at Westfield State University.

Emily "Emma" Sesti welcomes everyone in for lunch and dinner "we have good quality food at affordable prices with good size portions". Westfield State Owl Bucks are also accepted for the students.

Look for Emma's on facebook, and visit them online at www.emmaseverydaygourmet.com



Winter is here and there's nothing like a cup of hot chocolate, to warm you up, and lift your spirit. Miss Sweets has you covered, homemade fresh hot chocolate coming right up.

From the small town of Clayton on the banks of the mighty St. Lawrence River, in upstate New York, Tracy Gillespie, founder and owner of Miss Sweets knows about making winter a little more bearable. Growing up in Clayton, Tracy was always encouraged to be resourceful, especially when winters in Clayton had over 110" of snow. Tracy always enjoyed baking, and cooked her 1st Thanksgiving dinner in 6th grade. Prior to Miss Sweets Tracy was an aircraft mechanic in the United States Air Force responsible for the maintenance of Rockwell B-1 bombers. She brings that attention to detail and dedication to her craft to her beautiful new shop located at 4 Russell Road in Westfield.

She opened her exquisite shop on September 1, 2011. Miss Sweets is a source for premium Belgium and Italian specialty chocolates, as well as confections from all over the world. The shop is filled with delicious hard dipped ice cream, frozen custard, desserts, sugar free items, espresso bar and a wide selection of creamy fudge made on site. Miss Sweets also designs wedding favors and customer gift baskets.

Miss Sweets is the perfect treat for Westfield!



4 Russell Rd
Westfield, MA
413-568-0518