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COMMUNITY BOARD ELEVEN

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Economic Development Committee Minutes
Friday, February 11th, 2011 – 12:30 PM
Community Board 11 Office
1664 Park Avenue
New York, NY 10035

Present: Laura Benitez, Judith Febbraro, Antonio Rivera, Xavier Santiago, Frank Brija, Jose Altamirano, Tatiana Orlov, Eric Mayor, and Celia Ramirez

Excused: SPECIAL NOTE: this meeting was not counted toward absences as the regularly scheduled date was changed.

Absent: Chester Asher, Jonathan Carrillo, Edward Santos, Diane Collier, Amie Kiros-Petrucci, Cesar Ortiz, Israel Mirana, Roberto Ayala, Koyi Mchunu, Hilda (Canday) Vives-Vazquez, Hally Chu and Tasha Williams

Guests: N/A

Meeting called to order by Chair Xavier Santiago at 12:45 PM

1. Presentations and Discussions

a. Jobs Fair Update

Mr. Rivera and Ms. Ramirez met Jose Garza from East Harlem Business Capital to continue the coordination of the Job Fair. Several suggestions for both theme and scope were offered. The favored recommendation was “Get Connected: East Harlem Job and Career Fair”. The committee discussed that the scope should not be limited to one field or educational background but should primarily cater to the needs of the community. In addition to employers ranging from traditional retail to construction to even banking, a section of the job fair will help those individuals who do not have the exposure to resume crafting, cover letter writing and reference acquisition.

The next steps will include coordinating vendors and sponsors. Several members mentioned Strive, UMES and other Non-for-profit companies that can facilitate our needs.

b. Goals and Outreach Agenda

Mr. Santiago discussed with the committee that item 1.(a.) of the Goals and Outreach document should be our next focus. Provided that a retail analysis has addressed the needs and desires of our community, the same would be needed of our business. To that end, the Economic Development Committee is drafting a survey to deliver to our local businesses and an introduction letter so that businesses operating within our community can fully be quantified.

Additionally, Ms. Orlov is working on a list of businesses that address healthier eating establishments for our community. Certain members of the committee will be assigned districts within CB11's geographical area. By combing the neighborhood, the committee will be able to acquire a more accurate and precise accounting of our businesses as well as a broader awareness of our presence. Once the surveys have been accounted for, we can present this data to the appropriate governing bodies to initiate the change we need.

2. Old Business/New Business

Mr. Mayor mentioned his outrage at the DNAinfo article that portrayed many of the residents of East Harlem in a negative light. Several other members also shared the same displeasure with the article and furthered the fact that Strive may be falling short of its goals in attracting the appropriate and qualified individuals to meet the goals of Community Board 11 and East Harlem. The Economic Development Committee will contact the Chair of the City Properties and Land Use Committee to present a query to Strive so that they may explain why they have not satisfactorily met our collective goals.

3. Announcements

4. Adjournment

No quorum; therefore no need to adjourn.

Meeting adjourned at 2:00 PM.

Minutes prepared by Xavier Santiago and George Sarkissian