



COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN
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Nilsa Orama
Chair

Angel D. Mescain
District Manager

Economic Development, Cultural Affairs and Tourism Committee Tuesday, February 13, 2018, 7:00 p.m. Bonifacio Senior Center

***** AGENDA *****

- Present:** Holley Drakeford (committee chair), Melanee Farah, Henry Flores, Erica Jones, Edwin Marcial, Marissa Mack, Celia Ramirez, Xavier Santiago, Vincent Torres, Jenny Tromski, Steven Villanueva, Jesse Yang, Jeremiah Schlotman, Thomas Herrera (staff)
- Excused:** Jose Altamirano, Carlos Diaz, Tabatha Lozano, Candy Vives-Vasquez
- Absent:** None
- Guests:** Joe Rinehart (DCA), Sam Wylde (DCA), Jason Villanueva

1. Call to Order

Committee Chair Holley Drakeford called the meeting to order at 7:15p.m. A motion to adopt the agenda was made by Xavier Santiago and seconded by Steven Villanueva. Motion adopted.

2. Announcements

- a. CB11 will hold a public hearing on the FY 2019 Preliminary Budget during its Full Board meeting on February 20, 2018

3. Presentations & Discussions

- a. Joe Rinehart – Dept. of Consumer of Affairs; Collaborative for Neighborhood Health

DCA came in and did a presentation on their initiative that empowers low income communities to build wealth over a period of time. Their strategies include the following:

1. Boosting Income & Building Assets
2. Providing Free, High Quality One on One Financial Counseling
3. Increasing Access to Safe Financial Services
4. Advocating for Consumers in the Marketplace
5. Empowering Neighborhoods to generate wealth

The way they plan to measure the progress and the effectiveness of this initiative is through the following four benchmarks:

1. Having folks transition to banking
2. Establish credit and help folks increase credits by 35 points
3. Helping folks decrease their debt by 10%
4. Help residents increase savings by 2%

DCA is currently doing pop up credit union workshops and encourages folks to come in and learn more. Currently, there is a credit union located at Union Settlement, Lower East Side People's Credit Union

Questions

Steve: What happens with this data? What can be done to engage the youth? 4 in Bronx 5 Queens, 1 Staten Island, 8 Manhattan

Capacity to engage with DOE

- Funded by the Citibank foundation; hope to create a set of interventions.
- Demonstrate the need to open more financial institutions in targeted areas
- Interested in putting financial education in education, partner with the Summer Jobs connect program,
- Don't partner, but work with NYC Rise & 529 plans

Jessie: Did you find out What can you do to put more financial institutions in this area?

- Now we can say - SBS more retail space needs to be made avail in East Harlem, can we coordinate to make this happen
- Providing the data inviting you in the conversation; want a generative conversation with us CB11 Community and SBS about fixes

Xavier: Lower socio-economic rungs tend to have a mistrust of bank... What options would you recommend? Move locations? What is the ultimate goal?

- Expanding "Promotoras" Program

Cecilia: We need to educate and start with our youth.... Can you help us get the funds to develop in the area..?

Edwin: We have the banks but we don't have the community. We need them to work with the community... Do you plan to open more than one location in East Harlem?

- Not that I know of at this time

Marissa: I feel like the purpose of this was to disseminate to certain areas, I see you looking at home ownerships and credit unions and medium and larger size banks... In terms of the Credit unions are you specifically looking to just develop Credit Unions or all kinds of banks?

- Hard for the city to support any one commercial entity
- Bank credit unions with a focus on community development

Jenny: Is one of the assumptions that powers this that more banks or access to banks is a solution as you are funded by a bank? What are the things you expect banks to do for resident? Is there a mechanism to regulate what is reasonable?

- Yes, you want to meet peoples short term and long term needs, they use check cashers because they need their money now, which is very legitimate for short term lender.
- Lower interest rates, shorter term loans, savings accounts, assistance in thinking about long term health and building positive credit
- Refers to the St. Louis Credit Union as an example often

Erica: How were grocers defined?

- Grocery stores over 6,000 sq. feet
- There was a reasonable size limit that not considering bodegas
- Reminds community to look at quantitative as well as qualitative data

Jeremiah: confirm that East Harlem & BedStuy How are the neighborhoods elected?

Is there a long term plan, is this phase one Focused only on E Harlem and Bed Stuy?

- Two part selection process; that how we evaluated applicants to the RFP
- Where do NYers identify themselves as having the highest level of financial insecurity
- Phase one of what we hope to grow to a program in our office
- No- looking at scaling up and encouraging more appropriate neighborhood bank - Promotorias a very effective tool, we want to find tools that are replicable across the city.
- Top level tools that help communities control their own financial health

Vinny: You gave a whole lot of information. One of the things I have found works best s for an agency to have a presence in an area. Where is the intent to have a How many locations do you have and how many in this community?

- Financial empowerment in LES credit union
- 25 across the city
- 200 free tax prep sites

- 104th Street @ Union Settlement Association

Thomas: Who is your point person at Union Settlement?

- Not available

Holley: What is the limit that you can lend out? How long have you been around in Union Settlement? Are you consultants?

- We don't do any lending
- About a year, since early 2017. I work on the community wealth building team and when we moved here we started coming to CB11 meetings and interviewed stakeholders in the community.
- We provide services and you don't have to be a member to access all services

Melanee: What did you need from this committee?

- Nothing at this time.

b. Review and discussion on FY 2019 Preliminary Budget

The committee reviewed the items of the budget response from OMB and responded the following to each item that pertains to the committee:

311201908C: Thank you for your response. Please let us know how much of your budget you will be willing to commit.

311201916C: Thank you for funding this request. We will continue to follow up with you periodically to get updates on the progression of this request.

311201917C: Thank you for your response. Please give the Board clarity on the process. Please list precedents which can be beneficial.

311201903E: Thank you for funding this request. We will continue to follow up with you periodically to get updates on the progression of this request.

311201904E: Thank you for funding this request in part. Please inform the Board which part of the request will be funded and how much.

311201917E: Thank you for your response. We will continue to follow up with you periodically to get updates on the progression of this request.

311201927E: Thank you for funding this request. We will continue to follow up with you periodically to get updates on the progression of this request.

311201931E: Thank you for funding this request in part. Please inform the Board which part of the request will be funded and how much.

311201934E: Thank you for funding this request in part. Please inform the Board which part of the request will be funded and how much.

311201935E: Thank you for your response. We will be following up and provide clarity on particulars of this request

311201937E: Thank you for funding this request in part. Please inform the Board which part of the request will be funded and how much.

311201939E: Thank you for your response. We will be following up and providing clarity on particulars of this request

311201942E: Thank you for your response. Although the city has awarded a local organization with funds to carry out projects, it does not meet nor share the collective views of the community. We will be following up and provide clarity on particulars of this request

311201943E: Thank you for funding this request in part. Please inform the Board which part of the request will be funded and how much.

311201952E: Thank you for your response. It is important that your agency continues to work through the NYC budget process to continue funding programming and access in our public libraries. NYPL are a resource to communities across the city that helps enhance the quality of life here in East Harlem. The Board will be following up with your agency periodically to advocate for this request.

311201956E: Thank you for your response. Please inform the Board which part of the request will be funded and how much.

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311201964E: Thank you for funding this request in part. Please inform the Board which part of the request will be funded and how much.

Please update reference to “intro 1447C” to “local law 196 of 2017”

311201966E: Thank you for your response. We will be following up and providing clarity on particulars of this request

311201967E: Thank you for your response. It is important that your agency continues to work through the NYC budget process to continue funding

programming and access in our public libraries. NYPL are a resource to communities across the city that helps enhance the quality of life here in East Harlem. The Board will be following up with your agency periodically to advocate for this request.

Notes

BUDGET PRESENTATION: Xavier presented; responses line item by line item see tape.

Committee reviewed: Capital; 8, 13, 16, 17 Expense; 3, 4, 17, 27, 31, 34, 35, 37, 39, 42, 43

Jenny: Moving forward adding a column enumerating how many previous requests were made.

Has the neighborhood 360 program been successful for E. Harlem? area band-aid How do we respond to this request? What percentage does 360 address? Effectiveness?

Capital; 8, 13, 16, 17

8 - standing request; need to better define need. Continue to advocate that funds need to be restored, estimate on timeline, how many requests have we made on this matter. State the need and pending increase in population.

13 - How can NYCHA be tied to this?

16 - commit to an amount, how much?

17 - Reaffirm precedent, verify claim made by agency, (How much \$ through Hispanic Federations, \$ amt for clarity, \$ rec'd for LED signage) If claim true, merge with Capital request

Expense; 3, 4, 17, 27, 31, 34, 35, 37, 39

3 - no notes made

4 - no notes made

17 - no notes made

27 - Thank you note and follow up regarding potential location and level of permanency

31 - Respond with amount or % of support inquiry, need a level of commitment

34 - Thank you (see prior library related notes)

35 - Tourism related (!) reply with a quote from the statement of needs and refer to expected population increase; opportunities for youth employment

37 - Communicate need not being met. Verify impact by % or \$ if available what is and is not taking place

39 - [references made to UMEZ HCDC] Follow up with elected officials on the funding process

42 - Confirm is a BID is coming to 125th East. Include references to Harlem 360 not supporting a BID/not in line with their mission

43 - Clarity on resource allocation

52 - Thank you (see prior library related notes) add also library shortage, need of 7 day access, internet accessibility for the locality, etc.

56 - Include excerpt from statement of district needs; relate to current initiatives and potentials for youth employment in growing health sector (Proton)

59 - Thank you (see prior library related notes) add also library shortage, need of 7 day access, internet accessibility for the locality, etc.

64 -What studies and when? Please update reference to “intro 1447C” to “local law 196 of 217”.

“Further study” need noted in agency response. Page 4 of local law 196 notes section 28-103.29 “regarding implementation of section 3321 of the nyc Building code. No later than 3 months after the end of each fiscal, the commissioner shall report to the mayor and the speaker of the council, and make publicly available online, a report on the implementation of section 3321 of the building code.”

This section should be noted as a reference of “further study” so that the agency may respond and provide requested resources.

67 - Thank you (see prior library related notes) add also library shortage, need of 7 day access, internet accessibility for the locality, etc.

Deliverables:

Thomas: will connect to get responses that he can per the 360 program.

Thomas: He and a member of the committee will reach out to each funding agency for a dollar estimate on their commitment made. Thomas will provide the Registrar to the member for outreach and he will connect with them with the related liaison to gauge the \$ request.

c. Discussion on Committee Goals for 2018 & Accomplishments in 2017

The following were the goals and accomplishments put forth from the committee:

Goals

1. Increase hiring for East Harlem Residents
2. Collaborate with SBS to make MWBE Certification for accessible
3. Helping youth receive more training for trades
4. Increase marketing in the area of local opportunities
5. Build better relationships with elected liaison; increase collaboration & communication

Accomplishments

1. Work closely with developers to help CB 11 meet hiring goals
2. Panorama Visit

3. Increased amount of data
4. Consistently placed the statement of district needs at the forefront of discussion
5. Hosted MWBE informational session

4. Adjournment

Motion to adjourn by Edwin Marcial, seconded by Xavier Santiago

DRAFT