



COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN
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Nilsa Orama
Chair

Angel D. Mescain
District Manager

Economic Development & Culture Committee
March 12th, 2019
Bonifacio Senior Center
7 East 116th Street, New York, NY 10035

***** MINUTES *****

Present: Adem Brija, Carlos Diaz, Melanee Farrah (Chair), Marissa Mack, Celia Ramirez, Jenny Tromski, Jesse Yang, Jose Altamirano, Angel Mescain (staff)

Absent: Candy Vives-Vasquez, Holley Drakeford, Edwin Marcial, Dawn Sanders, Davon Woodley, Vincent Torres

Excused: none

Guests: Ana Chireno, Director of Community Affairs at El Museo

1. Call to Order– Adoption of the Agenda

The meeting was called to order at 6:40PM.

2. Announcements

3. Informational Updates

- a. Nilsa
 - i. Friends of La Marquette got together and put together bylaws
 - ii. They are now a 501c3
 - iii. It has completed a MOU with EDC
 - iv. They are looking for CB11 participation with them
- b. Marissa
 - i. Speak with Africa Center for June 1st
 - ii. Their restaurant is open for business
- c. Angel
 - i. Representative of development team: MB(E)C Project 125th St. (125th st. To 2nd ave)
 - ii. 125th western portion financing has closed for that

- iii. Other portion (middle and east) might be up in the air. City may re-RFP that portion out.
- iv. 1000 units of housing - possibly half of those units are up in the air.

4. Community Notes

5. Presentations & Discussions

- a. Informational update from El Museo del Barrio by Ana Chireno
 - i. General Updates:
 - 1. El Museo spaces are online
 - 2. HVAC renovation funded by the city
 - 3. 2 successful exhibitions since the HVAC renovation (some East Harlem photographers were featured)
 - 4. They just reopened their theatre.
 - a. Gale Brewer came for the ribbon cutting.
 - b. 8 million dollar state funding put the theatre together.
 - i. Advanced technology
 - ii. Economic driver for the neighborhood
 - c. Organizations can rent the space.
 - i. New York Times screened a selection of Mexican short films
 - ii. Memorial for Hector Extravaganza
 - 5. First year with the new director
 - a. He is restructuring the board and team to reflect the community
 - b. Diversifying board with different professional backgrounds
 - 6. Grant from Wells Fargo
 - 7. A lot of their capital partners (outside of public) are currently waiting for fiscal stability before they invest.
 - a. This will affect programming, because their operating budget is at 6M, which is not a lot for a non-profit.
 - b. Investors have indicated that funding may come later on
 - 8. New development director from Christies
 - 9. 50th Anniversary season will start in June, aligns with Museum Mile
 - a. During Museum mile, they are able to host the opening inception, which means people will start uptown
 - b. They have 8000 original pieces from their own collection that they don't show
 - c. Roots, Resistance, Resilience Phases
 - i. First Phase - April - September 2019
 - ii. Second Phase - June 11th, 2019: History of the Institution
 - iii. Name of exhibition: Culture and the People in Museo El Barrio 1969 2019
 - 10. Issues:
 - a. Use of Space by the museum in Heckscher Building

- i. Museum is in a small part of the building.
 - ii. Difficult to get a Certificate of Occupancy because there is a school in the building, thus threshold to get CofO is higher.
 - iii. Every 3 months they have to file for a TCO, which means fines, etc.
 - iv. They have to get a TPA (special events permit) for every event with more than 75 people. The fee for this increased from 3K to 6K.
- b. Tenants are discussing possibly reorganizing the spaces in the building
 - i. Theatre does not have this problem, only shared spaces
- c. In January they had a difficult moment, in which they chose a German princess, whom had said bigoted statements to communities, to be the Gala honoree
 - i. The consultant they hired chose this person, and the museum didn't do their due diligence
 - ii. Going forward, they formed a vetting committee. They are creating internal checks and balances structures.

11. Special Collection

- a. Survey of 18 major museums
 - i. 85% of the artists in Museum collections identify as Caucasian
 - ii. 2.6% of artists identified as Hispanic or LatinX
 - 1. It doesn't differentiate between Latin-American and US born Latino
 - 2. More International Latino artists than US based Latino artists.
- b. Comments from board members:
 - i. How can CB11 help?
 - 1. Mention in our Statement of District Needs to expedite the construction to remove scaffolding because it affects demand in renting the space. Also, to include the issue regarding the TPA permit that they always have to apply for.
 - 2. Lobby DCLA to choose East Harlem more often – building community capacity
 - 3. Institutional Support
 - ii. Streamlining communication with the museum and Community Board - Marissa
 - iii. What would you recommend for our SBS day programming? – Melanee
 - 1. They are looking for more local artisans in the community
 - a. Working with ArtBridge – Beautifying Scaffolding
 - iv. We can provide distribution with Jose's car service business - Jose
 - v. Art project that came out of the East Harlem Neighborhood Plan – Angel
 - 1. Museum worked with steering committee for EHNP
 - 2. Ana will ask the person managing this process to come present, Alonso G.
 - vi. Grassroots Fundraising
 - 1. Take a seat campaign

- a. Each seat is from 500 to 3K
 - b. The plaque is on the seat for 10 years.
- vii. Our ask for Ana
 - 1. Remain engaged with Marissa about SBS day on June 1st
 - 2. If artist open call is specific, please send to us so we can share with specific artists
 - 3. Please send us information about how to rent the space to earn the museum income

6. Old Business

7. New Business

- a. 2020 Preliminary Budget
 - i. Our comments for the 2020 Prelim Budget will be submitted on March 14th, 2019 by Jesse
- b. SBS Day – June 1st
 - i. Assignments
 - 1. Save the Date: Jenny
 - a. Collecting information for the list serv, which then we send them a blast of the date and time of the event
 - i. Name and email *mandatory
 - ii. Business name and address
 - iii. Name one thing you'd like to see
 - b. Finding a space: Jose
 - i. 50-100 ppl
 - ii. East Harlem Plaza currently has a space (where the mattress Firm was)
 - iii. John Community School his gym is another possible
 - iv. Take photos
 - c. Assignments for time slots (10AM-6PM)
 - d. Digital marketing seminar: Jenny
 - e. Fitness and Health: Marissa
 - f. Adem:
 - i. If we showcase any businesses, we need to do it for all other industries to be fair
 - g. Connecting resources
 - i. Dealing with agencies or violations
 - ii. Provide resources to the small businesses
 - iii. Best marketing tips
 - 1. Increasing a digital footprint
 - 2. Basic marketing
 - iv. Webpage Wordpress: Jenny
 - v. Community Planning Board Table: Carlos
 - 1. Job training at Sandero Verde

- c. CCII (Community Committee Impact Initiative)
 - i. Serve small businesses
 - ii. Get contact info from Jessica to get coffee shops and palante community garden
 - iii. What is the Vision:
 - 1. Current idea of the SBS day
 - a. We connected and got support from
 - b. MWBE bus is not confirmed - it is their responsibility of where and how to park
 - i. Carey King is going to help us with the bus
 - iv. What's in it for the small business owner?
 - 1. MWBE
 - 2. Workshops
 - 3. Provide them resources
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8. Adjournment

Ms. Farrah adjourned the meeting at 8:30PM.