



# COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN  
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Nilsa Orama  
Chair

Angel D. Mescain  
District Manager

**Economic Development, Culture & Tourism Committee**  
**Tuesday, March 13, 2018 7:00 p.m.**  
**Bonifacio Senior Center**  
**7 East 116th Street, New York, NY 10035**

**\*\*\* MINUTES \*\*\***

Present: Holley Drakeford, Jeremiah Schlotman, Jesse Yang, Xavier Santiago, Steven Villanueva, Melanee Farrah, Marissa Mack, Celia Ramirez, Vincent Torres, Tabatha Lozano, Jose Altamirano, Candy Vives-Vasquez, Carlos Diaz, Jenny Tromski (Public Member)

Excused: Vincent Torres, Henry Flores, Erica Jones, Edwin Marcial

Absent: None

1. Call to Order

- a. Holley Drakeford called the meeting to order at 7: 07 P.M. Xavier Santiago made a motion to adopt the agenda and Jesse Yang seconded the motion.

2. Presentations and Discussions:

- a. Ana Chireno - Director of Community and Government Affairs at Museo Del Barrio Presented on Community Arts Development Unit assisting cohorts of neighborhoods with housing for artists 1.5 year program - a point of agreement per arts and culture
  - i. The presenter identified 3 issues they believe are important to best serve the art community. She said that 36K will go the Project Manager salary and the remaining 4K will be for programmatic expenses, FY19 54k to the salary.
  - ii. Currently the program is embryonic and will start to take shape as they proceed further with specific timelines and project details.
  - iii. Ana Chireno's group is meeting March 22 with HPD at El Museo
- b. Pablo Guzman Union Settlement – update Neighborhood 360

March 1<sup>st</sup> will be one year since East Harlem 360. They have been renovating pits, they are painting now, partnered with Youth Action/Youth Build - what contribution are you giving this organization (\$1500) students get credit hours

c. Michelle Cruz Union Settlement

She presented on connecting local institutions with small suppliers. Buy local pilot initiative and connects merchants to larger institutions (Mt. Sinai example)

3. New Business

- a. Xavier: submitted statement and recommends the committee takes under consideration what we need to ask for in the next year. He asked that the committee start identifying the items on the budget requests. Start the conversation now and not wait to reconvene in September. Please log in and update.

4. Questions From Meeting

- i. Holley: underused community space will they subsidize any of the rent for community spaces (for housing or work) practicing, meeting org etc. They are trying to
- ii. Candy: Land Use and Landmark planning committee meeting is tomorrow, extended an invitation, city planning will be there. Anna stated she is not able to attend but will be able to be more descriptive after the March 22, meeting
- iii. Xavier: Asked about insurance limitations - space COI requirements- continuing conversation with El Museo and more alignment with the housing committee and the points of agreement.
- iv. How are you supporting the Cinco de Mayo festival (dollar amount) Constitution an association, elected org members, dept of state helped get a street permit, as they are a 501c3, and paid for the liability insurance
- v. Marissa: parameters, will there be ongoing follow up, marketing person? A between 2nd and 3rd Ave on 116th street; requirement keep record of all actions, new faces, more income, feedback helps manage what does and does not work. Yes marketing person through HOPE community Jeremy Vega.
- vi. Celia: How is he marketing? Any fliers? Pablo: by doing events inside the business, live music, take videos and post of E360FB page, side page of

- visit El Barrio.com hired a local content developer iv. Cassandra Rios. Tried before super expensive and not efficient, the internet is not efficient. We do large posters at the location.
- vii. Jessie: Who is responsible for keeping track of progress, what data are you using?
  - viii. Xavier: Limitations and ability to partner with the community board in light of the push back from budgetary requests from the CB to the city Generate economic development in East Harlem.
  - ix. Steve: Beautification - 100 gates in summer and fall stopped because of the weather, new initiative of 100 gates in May and June
  - x. Tabatha: for the marketing for 5 de mayo have you considered for LINKNYC if you are listing the information of a planned neighborhood event. Do the planters need to be watered no live with just the rain, street plus has committed to intermittent maintenance.
  - xi. Thomas: clarify for the committee regarding budgetary request need more details about what he's doing Harlem 360
  - xii. Holley: Merchants having trouble with renovation loans (Union Settlement Credit Union)
  - xiii. Are you coordinating with the pre-existing events. Pablo: If you don't have good financials they don't look at you - we are talking about micro businesses.
  - xiv. How do we find inventive ways to generate \$ instead of loan sharks they are dealing with
  - xv. Celia: why are we hosting a street festival instead of more education to learn how to stretch and grow their business. Business retention and support component. Strategy is Merchant Organizing 6 active organizers that are local merchants, participants every business from pleasant to Madison has been invited, Charging them \$150 for the space not charge for CBOs, full amount for a lot for merchants outside of the area - 80 participants (60 for sale, 20 free) 30% signed up thus far.
  - xvi. Candy: How are you reaching CBOs, I don't see the word getting out new district marketing campaign?

## 5. Adjournment

*A Motion to adjourn by Xavier Santiago second by Tabatha Lozano. Motion passed.*