Economic Development & Culture Committee  
May 14, 2019  
Bonifacio Senior Center  
7 East 116th Street, New York, NY 10035

*** MINUTES ***

Present: Adem Brijia, Carlos Diaz, Melanee Farrah (Chair), Marissa Mack, Celia Ramirez, Jenny Tromski, Jesse Yang, Nilsa Orama (ex officio), Angel Mescain (staff)

Absent: Dawn Sanders, Vincent Torres, Steven Villanueva, Davon Woodley

Excused: Jose Altamirano, Edwin Marcial, Candy Vives-Vasquez

Guests: Chris Casey, Popular Bank; Elvin Adames, Popular Bank; Carey King, Uptown Grand Centra, Shaolee Sen, Hot Bread Kitchen; Kobla Asamoah, Hot Bread Kitchen

1. Call to Order– Adoption of the Agenda

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

2. Announcements

3. Informational Updates

   a. Carlos
      i. 116th Street Festival
         1. There is a table at 116th St. and 3rd Ave. 10AM

   b. Marissa
      i. She will be hosting a "Brickless" Breakfast on Saturday 5/18/19
         1. Entrepreneur Meet up for Harlem businesses
         2. Located at 325 Pleasant Ave. commercial

   c. Melanee:
      i. June 16th Harlem Skyscraper Cycling Classic
         1. Members of the community will be trying to reach their fundraising goals:
            a. Cycling
               i. Adem
ii. Melanee

ii. June 25th SBS Day 10:30AM to 4PM

1. Union Settlement and United for Small Businesses will be hosting an informational day for local small business owners

2. Hosts
   a. Department of Labor
   b. Department of Small Businesses
   c. United for Small Businesses
   d. Union Settlement
   e. Uptown Grand Central

3. Location at the Health Center 115th and Lexington (Southeast Corner)

4. Registered for the RV for small business services
   a. Permit application is in for outside the health center

5. What they’ll be getting:
   a. Access to tabled support from SBS, Department of Labor, Uptown Grand Central
   b. One on one to review commercial lease and MWBE applications

d. Nilsa Orama

i. Children Aid’s society 103rd st and Lexington ave. on Thursday 5.16.19 - meeting to discuss the potential joining of a project on the corner

ii. East Harlem Multi-Service Center discussed the potential rebuilding of multi service center and different projects on the NYPD lot

1. RFP will be released at end of July
2. She encourages the public and board members to come to Land use meeting

e. Angel

i. EDC is hosting an event tomorrow at La Marqueta regarding Harlem African Burial Ground 6:30PM 115th st and Park Ave.

ii. Board will hold a public hearing at the full board meeting in regards to the rezoning application for the Terrance Medical Center

1. Hearing on the 21st
2. Land Use and Housing will hear presentations

4. Community Notes

5. Presentations & Discussions

a. Informational update from Hot Bread Kitchen by Shaolee Sen (CEO) and Kobla Asamoah

i. Presentation about furthering connection with the community and growth for the future

ii. General Updates:

1. What goes on at HBK:
   a. They are no longer just a bakery

2. Non-profit enterprise
   a. Training Program
      i. Place women (mostly immigrant) in the food industry

   b. Incubator
i. Supports early stage food businesses with affordable commercial kitchen space, educational resources, and market access opportunities

c. Bakery

3. Impact Study:
   a. Purpose to measure the impact of their effect in the 10 years they've been operational
      a. Look at small businesses
      b. Look at the women they trained
      c. Questions
         a. We’re they still employed
         b. We’re they growing
         c. How much were they earning
   b. Findings:
      a. They were making more than minimum wage and sending money back home
      b. 38% went to pursue formal education
      c. 90% sent money home
   c. They've grown the program so they can accommodate more women
      a. Women now learn beyond just bread culinary skills
      b. Space is bigger downtown at the Culinary institution which they provide for free
   d. Demographics:
      a. 20% are from East Harlem
   e. Incubator
      a. Membership model
         a. HBK provides low market kitchen rates
      b. Membership Demographics
         a. 60% minority owned businesses
         b. About 13% of their businesses are coming from Central and West Harlem
         c. 11% of their businesses come from East Harlem
         d. 95 businesses in Upper Manhattan
      c. Operating Hours
         a. 7 days a week
   f. Outreach Strategy
      a. They’ve been partnering with local Harlem organizations
         a. La Marqueta:
            a. Elma’s in Harlem
            b. Vanessa Patisserie
            c. Amuse Bouche
         b. Market Opportunities to help their businesses
            a. UGC Eats Pop Up
            b. Whole Foods 125th St
            c. HCDC
            d. Columbia U
e. Harlem Park to Park
  b. They’ve been focusing on working with EDC and spring cleaning
  c. They will be using word of mouth with their alumnae...listen to recording.

g. Contact:
  a. Jenny Kutner: jkutner@hotbreadkitchen.org

h. Asks:
  a. Come to SBS Day
  b. Share their logo
  c. Tell us the resources they want to share

i. Questions:
  a. Nilsa: Is the 26 graduates from East Harlem in one time period
     a. It’s cumulative
  b. Marissa: What are the social care helping with:
     a. Helping with vouchers
     b. Connecting people to community partners
     c. Social worker is a traffic cop that moves people in the right direction
  c. Adem: How many of those that graduated was from East Harlem
     a. They do not have that number
  d. Adem: What happened to the issue regarding what the users of the kitchen?
     a. They said there was no advance communication. They said they do not have access.
     b. They changed the hours
     c. They had a broken door, they’re concerned with security. They had issues with 24 hours.
  e. Melanee: What is the annual fee of the membership?
     a. Market rate is 500/year
     b. Market rate is 23/hr and off peak is 18/hr
     c. Subsidized is 8.50/hr
  f. Nilsa: Are there cameras?
     a. If they break any of the policies or violations, they have three strikes.
     b. They’ve made changes as there’s new management
  g. Nilsa: Can they share data that shows where the East Harlem residents that graduated and dropped out?
     a. They have a lot of attrition
     b. How many of our community residents has dropped out?
     c. She also wants more communication as we have not really heard anything about it.
h. Adem: Have they considered adding security guard for overnight
   a. They are waiting for demand and they’ve been asking members if it would affect their participation for overnight.

j. Speak to Ray about any concerns from community
   a. incubator@hotbreadkitchen.org

b. Motion to remove update form El Museo from agenda
   i. Motion by Jenny, seconded by Adem

c. Request for Letter of Support from Popular Bank, presented by Chris Casey and Elvin Adames
   i. Presentation
      1. Chris Casey
      2. Elvin Adames, Branch Manager
   ii. They are seeking our approval and support for banking development district
   iii. They are a subsidiary to Banco Popular in Puerto Rico
   iv. They’ve renovated their East Harlem branch, they’ve opened two more
   v. Community Commitment
      1. Community Support
      2. Financial education
      3. Partnership Opportunities
         a. Financial Literacy workshops
   vi. Partnerships
      1. Hope Community
      2. El Barrio Operation Fight Back
      3. Bonifacio
      4. Violence Intervention Program
      5. 116th Street Block Association

vii. Questions:
   1. Jesse: When was their last financial literacy workshops and where was it held and is it only for Bank customers only?
      a. We have not heard of it so we’re not able to send them out to the community. It would be great for them to improve their communication with us.
   2. Melanee: What is the asset size in 2017?
      a. 42 billion
   3. Melanee: Goals for the district:
      a. They have two classes a month
      b. Junior achievement is a nonprofit they’ve worked for
   4. Marissa: What is your ask?
      a. They want a letter of support to be a banking business district (BDD)
   5. Melanee: How does this designation help the bank?
      a. They would have a bigger presence in the community and invest more in the community
      b. What do they have to invest now?
         a. This branch that’s been there since 1950s, this would help the bank become profitable.
b. They have more resources to be more involved in the community.

6. Marissa: How are we insured that if we give them a letter of support (since they’re going to get more credit), that the funds will come back to the community?
   a. Everything is recorded in the application and the changes in annual reports to keep the status

7. Carlos: Please speak about the contributions made.
   a. They’ve donated to not for profits

8. Angel: Eligibility seems to require a government organization
   a. They’re seeking letter of support from us for support from borough president

9. Angel: Can more than one bank receive this BDD designation?
   a. Yes.

10. Adem: Elvin made a good point about reinvestment in the bank. Their services get worse. They put a lot more money in that bank and they’ve definitely improved.

11. Nilsa: We would like more information about the BDD in the presentation.

viii. Asks:
   1. We would like to see the reports of participation
   2. Please provide something in writing that shows what they can contribute to the community and how this BDD can help their business and our community.
   3. We would like the language for the letter.
   4. We are interested in being a partner.

ix. Conditional motion to approve by Adem: Seconded by Carlos - 2 opposed (Celia/Jenny), 1 present not voting (Marissa) - Motion passes
   1. 2 page situation what the BDD is and what the benefits are by Friday this week
   2. Language for the letter by Friday this week
   3. Come to the full board to do this presentation with a crash course of BDD
   4. Description of the goals
   5. Description of partnership with Melanee

6. Old Business

7. New Business
   a. Discussion about CB11 Local Hiring Guidelines
      i. Land use committee has been using the checklist to orient the community for the project.
      ii. We have a resolution document that talks about our local hiring requirements
      iii. Community Facility - Jesse
      iv. Melanee
         1. Section 8 access for local use
      v. Commercial
         1. Tenant recommendations

8. Adjournment

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