



COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN
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Nilsa Orama
Chair

Angel D. Mescain
District Manager

Economic Development & Culture Committee

May 14, 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, 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.

- 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.