Economic Development, Culture & Tourism Committee  
Tuesday, June 12, 2018 7:00 p.m.  
Bonifacio Senior Center  
7 East 116th Street, New York, NY 10035

*** MINUTES ***

Present: Jose Altamirano, Carlos Diaz, Holley Drakeford, Melanee Farrah, Cecilia Ramirez, Jenny Tromski, Jeremiah Schlotman, Jesse Yang, Xavier Santiago, Henry Flores, Marissa Mack, Edwin Marcial Thomas Herrera (staff)

Absent: Vincent Torres, Steven Villanueva

Excused: Candy Vives-Vasquez

Guests: Warren Gardiner, SBS; Kyle Casey, Golden Voice; Vincent Nardone, Goldenvoice; Davon Woodley; Dawn Sanders

1. Call to Order– Adoption of the Agenda  
   a. Meeting was called to order at 7:06 p.m. by committee chair, Jesse Yang, seconded by Carlos Diaz.
   b. Quorum was attained at 7:36 p.m. Holley made the motion to adopt the agenda, Jeremiah Schlotman seconded.

2. Announcements

3. Presentations & Discussions
   a. Small Business Services (SBS) to give an update on the future Work Force 1 Center in East Harlem
      i. Presentation by:
         a. Warren Gardinier
         b. Madelaine Britt
      ii. Agency Update
         a. NYC Business Solutions
i. Business Owner consulting support

ii. 7 across NYC
   1. Closest one to CB11 is on West 125th street

iii. 9 Industrial Business Service Providers

iii. Newer programs
   a. Leasing help: Commercial Leasing Assistance Program
      i. Provide pro-bono attorneys for leasing help
      ii. Encourage long term leases
   b. Focus on women: WE NYC (Women Entrepreneurs NYC)
      i. Primarily tailored toward women business owners
   c. Connecting Jobseekers: Workforce1 Center
      i. 215 W 125th St.
      ii. 1029 E 163rd St.
      iii. Recruitment Events for Job and Training Opportunities
           1. 11/14/17 NYCHA REES
           iv. Outreach to Connect with EH Residents and Better Understand Community Workforce Needs
               1. 6/6/18: MEOC, Opportunities for a better tomorrow
               2. 6/21/18: Workforce1 is participating in women in need’s job fair
   iv. Business Improvement Districts (BIDs)
   v. Neighborhood 360 East Harlem
      a. SBS awarded 1.49M in grants
         i. Business support and merchant organizing
            1. Paid for gates
         ii. Placemaking
         iii. District Marketing
         iv. Supplemental sanitation and marketing
      b. 46 new trash cans installed throughout major commercial corridors
      c. Over 19000 trash bags collected by supplemental sanitation services to date
      d. Holiday Lighting on 116th
      e. Merchants organizing events to draw customers
   vi. Workforce1 system is up for RFP
   vii. Marissa: Have you selected any sites for satellite office
        a. They are waiting for a vendor
        b. Then Find a location for a HUD
        c. Then locations of the satellite
   viii. Mel: What stipulations are they looking for center
        a. Accessible: 125th/116th/106th
   ix. Jenny: How are they involving the community?
        a. They committed that they will have a satellite center in East Harlem CB11
        b. Jenny wants to establish a direct communication
   x. Jesse: Vendor
a. Workforce1 service is not provided by them, they have the funding to organize them.
b. Vendors are the organizations that are in the space

xi. Celia: Where was it posted?
a. The RFP closed already.
b. It was posted on their website
c. RFPs are put out every 3 years.

xii. Holley: Does SBS finance any training
a. Yes, they connect them to training
b. Transportation, Healthcare, Construction, Restaurants,
c. These are stepping stones to better paying jobs
d. Every training they have is trained for a specific job

xiii. Henry: Timeline
a. They hope to choose vendor by the fall

xiv. Holley: Disproportionate number of people not in unions
a. They’re working with the DOB to provide safety training

xv. Jeremiah: Who provides the legal aid?
a. Primary provider is Brooklyn Aid (years of experience working with businesses)
b. They’re looking to establish a BID, they’ve spoken with 14 businesses

xvi. Department of City Planning
a. Calvin Brown set up the meeting
   i. Some agencies are further along in the Points of Agreement

xvii. All questions regarding East Harlem goes to Madelaine Britt

b. The Bowery Presents presented on the upcoming Panorama Festival in Randal’s Island (Festival Dates 6/27/18, 6/28/18, and 6/29/18)
i. Kyle Casey: Festival Director
   ii. Vince Nardone: Product Manager
   iii. They brought their progress reports, which is helpful
   iv. Hiring
      a. They have an earlier start
      b. They are using all types of medium to look for workers

v. Community Service
   a. 2250 hours of service done

vi. Local Restaurant
   a. They want our help to identify restaurants to come to the event
   b. They think that the advertising is where they get the most value
   c. Kyle doesn’t want to overpromise the vendors because it is expensive to be at the event.
   d. They try to pick a diverse selection of foods (price points: 8-14 dollars)
   e. Renting out 625-1400 for each station
i. They provide power, tent, and dishwashing station and water, frontage
ii. They can provide other things to be rented

vii. Financial Support
   a. By Make the Road NY, RIPA, Queens museum

viii. Event Production Educational Tour
   a. Working with Union Settlement to bring students for the educational tour
      i. Working with Gilberto Augusto

ix. Free Event Support
   a. Louis Armstrong Event is something they’ve sponsored

x. Henry Flores: Request to have CB11 on the website as a sponsor
   a. They need to get it approved but they said it should be no problem

xi. Carlos: They want more EH kids
   a. Mel believes we can provide information for them
   b. CBOs

xii. Jenny: Can they accommodate food trucks?
   a. Depends on the space
   b. They try to avoid food trucks
   c. They may use food trucks when there are more attendees

xiii. Mel: Work with Augusto to get more EH students there

xiv. Transportation:
   a. X80 Shuttle
   b. Ferry

xv. They commit to us to hear different ways to give away tickets.

xvi. July 25th is the Wednesday before the festival for a tour 6-7PM

xvii. Celia proposes an amendment to change June to July 27-29th
   a. Motioned by Celia, seconded by Holley Drakeford

4. Community Notes
   a. Dawn Sanders - Resident and Community Board member, used to be a business member
   b. Willie - new community board member

5. New Business
   a. Chair’s Update
      i. Thomas and Mel went to 125th St library closing for 18 months
      ii. Given 20M for renovations
         a. ADA compliance
         b. Utilizes space better
      ii. Not going to cut down on staffing, support push-in
      iii. They will be at Land-Use
b. Assistant District Manager’s Update
   i. Invitation was sent out for the document
   ii. Budget committee has been great
   iii. Statement of District needs
      a. Google drive
         i. Revise
         ii. Comment on the google drive
         iii. Chair of the committee will make final statement (2020 statement)
   iv. City council members - 4 of them
      a. July 15th provisional date for the committees to have their deliverables for the budget committee

c. Non-mandatory Meeting - Help us move forward faster
   i. The meeting will take place on July 10th the time will be determined.

6. Old Business
   a. Capital Budget and Expense
      i. Resend information
      ii. Points of Agreement
         a. Google Drive
         b. Update info with Madelaine’s info from SBS
         c. Jenny would like for their dates they presented at
         d. Marissa: Office of Financial Empowerment (Dept of Consumer affairs)
      iii. Ratification of Mission Statement
         a. Amendments:
            a. Grammatical changes
            b. Wording changes: We also work to advocate for the participation of East Harlem Artists and cultural programs through increased access to resources.
            c. Motion by Xavier Santiago, seconded by Holley Drakeford. Motion passed.

7. Informational Updates
   i. Community Board is changed to Wednesday June 20th
   ii. Share contact info
   iii. Please let us know if they will be coming to the tour July 25th
   iv. Jason V.
      a. July 15th meeting to discuss budget
      b. Conversation in August
   v. Mel will let everyone know time and place
   vi. Jason’s Announcement
      a. Taft Houses next to Cooke School
b. He’s concerned that a non-profit coming into community isn’t at Eco Dev and Land use

8. Adjournment

Meeting was adjourned at 8:50 p.m. Motioned by Henry Flores, seconded by Jose Altamirano