



# COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN

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Nilsa Orama

Chair

Angel D. Mescain

District Manager

## 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 116<sup>th</sup>
  - 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/106<sup>th</sup>
- 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
  - iii. 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 10<sup>th</sup> 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 15<sup>th</sup> 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