



COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN
1664 PARK AVENUE
NEW YORK, NY 10035
TEL: 212-831-8929
FAX: 212-369-3571
www.cb11m.org

Nilsa Orama
Chair

Angel D. Mescaín
District Manager

Economic Development & Culture Committee
February 11, 2020 at 6:30 pm
Bonifacio Senior Center
7 East 116th Street

***** MINUTES *****

Present: Adem Brija, Melanee Farrah, Henry Flores, Marissa Mack, Edwin Marcial, Celia Ramirez, Jenny Tromski, Steven Villanueva, Ny Whitaker, Angel Mescaín (staff)

Excused: none

Absent: Dawn Sanders

Guests: Allison Downing, Indivisible, Indivisible Harlem

1. General Announcements

- a. MF reminded the committee that Jessie Yang is no longer on the Community Board. Marissa Mack (MM) has now been appointed as Vice-Chair of the Committee. MF also asked for an additional representative from the committee step in as a representative for the Statement of District Needs liaison for our committee.
- b. AB asked that individuals who are consistently late, be brought up to speed after the meeting as not to waste the time of the committee members who are on time.
- c. MF thanked JT for her work on the marketing plan for the Committee's upcoming Second Annual Small Business Resource Fair and reiterated that the committee is a working committee, with all hands on deck.

2. Call to Order– Adoption of the Agenda @ 6:47 PM motion by AB seconded by HF

- a. Informational updates MF thanked JT for her work on the marketing plan for our second annual Small Business Resource Fair and reiterated that the committee is a working committee, with all hands on deck.
- b. MF reiterated her thanks to former Vice-Chair of the Eco Dev Committee, Jesse Yang, for his service on the board and introduced Marissa Y. Mack as Vice-Chair. MF reiterated her request to have a member of the committee serve as a liaison for the statement of district needs.

- c. JT shared her son is in a play at The Harlem School of the Arts and shared the flyer with the committee by email.
- d. MF indicated communication with Governor's Ball has been minimal. Efforts have been made to reach out to them, but they have not been responsive. AB volunteered add'l outreach.
- e. EM indicated he is collecting items to send to Puerto Rico and is working with community groups to gather items. He will keep the committee updated on his efforts and how we can help.
- f. AB indicated we should extend our outreach beyond Gov Ball and reach out to the Parks Dept. and other entities to get a response as the event is held in our community and communication with all events in our area should be open. ACTION: AB to work on communication and/or resolution to related Gov Ball stakeholders to get them to attend Eco Dev meeting.
- g. NW asked for a report on stats regarding community safety around gov ball weekend. ACTION: NW to contact PD to provide stats to the committee around the annual event safety issues and concerns.
- h. MF indicated Harlem Eat up is moving to Marcus Garvey Park . They have not yet come to Eco Dev Committee, although they have been invited.
- i. NW has been in contact with Harlem Meetup Planning group. The footprint of the actual event and details are still being ironed out. ACTION: NW will reach out to invite them to the committee meeting next month.

3. Presentations & Discussions

- a. Guest: Allison Dowling, Indivisible Harlem
 - i. Alison discussed the Budget Justice initiative which encourages and educates members of the community on how to be more active in budget allocations and help deliver a budget that is built on principles of economic opportunity and the fundamental right to prosper. ACTION: Committee to read through the NY Budget Justice resolution presented and make comments on the first draft document.
- b. Committee discussion: DRAFT Marketing Strategy for CB11 Small Business Resource Fair.
 - i. MM and MF gave an update on the initial call with SBS on the upcoming Small Business Resource Fair, taking place in May(date tbd). Phone call with Union Settlement and Uptown Grand Central and other community stakeholders to happen prior to next meeting. NW mentioned including West Harlem boards and partnerships and ensuring we are inclusive ACTION: 1. MYM to set up next call with partners and send out information to the committee to join if they would like. 2. All members to think about potential partners and/or attendees for the fair. 3. Committee to think about potential locations CR mentioned La Marqueta as a location option.
 - ii. JT updated the Marketing Plan with suggestions from the board (available for review upon request). ACTION: 1. All members review the Marketing Plan and provide feedback and additional information. 2. JT and NW to look up neighborhood calendars for possible conflicts in dates and other events in our community. 3. MYM to update the current list of Small Business Fair participants.

- c. Committee discussion: Response to the FY 2021 Preliminary Budget
 - i. Committee had through discussion on The Statement of District Needs responses. JT recommended committee break out the responses and have certain people follow up with certain agencies responses as we move forward.
 - ii. SV gave a brief overview of the HPD “Where We Live NYC” draft plan. The plan was presented by HPD to The Landuse Committee. The entire document is 216+ pages but there is an abbreviated plan for review 141+ pages (Summary). Data presented on all aspects of housing and economic development including fair housing, affordability NYCHA etc.
 - iii. Action: Community to review and submit comments and changes to the Chair. Comments are due March 7th.
 - iv. AM requested that all committees weigh in on documents when they are circulated to the committee and to the Board at large and assign point people for certain responses and or follow up information.
 - v. JT made recommendations for different more targeted communication for action items. Action: committee to think about best ways to receive action item communication.

- 4. Adjournment
 - a. Meeting adjourned @ 9:04 PM

Respectfully Submitted by Marissa Y. Mack