



Diane Collier
Chair

Angel D. Mescain
District Manager

COMMUNITY BOARD ELEVEN

BOROUGH OF MANHATTAN
1664 PARK AVENUE
NEW YORK, NEW YORK 10035
TEL: (212) 831-8929/30
FAX: (212) 369-3571
www.cb11m.org

Economic Development, Culture & Tourism Committee
Tuesday, December 12, 2017, 7:00 p.m.
Bonifacio Senior Center
7 East 116th Street, New York, NY 10035

***** MINUTES *****

- Present: Holley Drakeford, Erica Jones, Xavier Santiago, Tabatha Lozano, Marissa Mack, Edwin Marcial, Celia Ramirez, Candy Vives-Vasquez, Henry Flores
- Excused: Steven Villanueva, Jeremiah Schlotman, Jesse Yang, Melanee Farrah,
- Absent: Jose Altamirano, Carlos Diaz, Vincent Torres
- Guests: Nilsa Orama, Jason Villanueva, Jennifer Tromski, Pablo Guzman (Union Settlement)

1. Call to Order / Adoption of Agenda

Holley Drakeford called the meeting to order at 7: 06 PM

Motion to adopt the agenda made by Edwin Marcial, Candy Vives -Vasquez Second

2. Presentations and Discussions

- a. Pablo Guzman of Union Settlement presented an update to the committee on its East Harlem 360 initiative.

History and Description:

Union Settlement (the oldest and largest social service provider in East Harlem, today announced the launching of “East Harlem 360°”, a community development program intended to revitalize the local economy and trigger economic growth in East Harlem. The East Harlem 360° program is being conducted in collaboration with two other local organizations – Hope Community and Uptown Grand Central – and is funded by the NYC Department of Small Business Services (SBS) Neighborhood 360° grant program. The Neighborhood 360° Program was created by SBS to identify, develop, and launch commercial revitalization projects in partnership with local stakeholders.

“SBS \$1.49 million in investments to East Harlem is going a long way towards revitalizing key commercial corridors,” said Gregg Bishop, Commissioner of the NYC Department of Small Business Services. “By working with Union Settlement, we are

responding to local needs to support small business growth and build more vibrant neighborhoods for all New Yorkers.”

The East Harlem 360° program focuses on the four major commercial corridors in East Harlem – East 125th Street, East 116th Street, East 106th Street, and Third Avenue (between 106th Street and 125th Street) – and has six primary components:

- Cleaning/Beautification
- District Marketing
- Merchant Organizing
- Business Support and Retention
- Coordination
- Placemaking

Each component is designed to revitalize the community and take advantage of all of the economic opportunities that East Harlem has to offer. A beautification plan is currently underway and includes planting greenery, fixing tree pits, installing bike racks, and improving street lighting.

Progress on components by category

1. Cleaning and beautification

- a. Street Plug and ACE were hired to clean specific areas of the four commercial corridors twice a day.
- b. Christmas lights were placed on 116th Street to celebrate the holidays.
- c. Monetary incentives to District 4 schools to create a consciousness about keeping streets and sidewalks clean.
- d. Improve planters and tree guards by merchants planting and maintain plant. Additionally, having the merchants paint the tree guards. This will commence in the spring when the weather is more favorable.

2. District Marketing

- a. Jeremy Vega and Cassandra Rios with the assistance of two interns are contracted to market the district. There is a part of the HOPE Community web site dedicated to the project.
- b. Arrangements for walking and bus tours are in progress.
- c. Banners for merchants was achieved but was found to not be successful.
- d. Promotion of events in the district will be ongoing in 2018.

3. Merchant organizing.

- a. Merchant organizing is primarily centered in East 116th Street. There is no plan for a B.I.D. Since the project is funded for three years the hope is to have the merchants continue the achievements of the project independently as a merchant organization dedicated to business improvement.
- b. Uptown Grand Central formally known as N.E.H.M.A will continue to work with the East 125th Street merchants.

4. Business support and retention
 - a. Currently they are arranging for music venues at the restaurants in the district. Hopefully this will create increased foot traffic and have more patrons in the restaurants. Additionally, to promote the unique specialties of each restaurant.
5. Coordination
 - a. Meeting with various East Harlem organizations to keep the community informed of the progress of the project and getting assistance from those organizations make the project successful.
6. Placemaking
 - a. The previous mentioned banner program did not work. Way finding monitors and promotion of events with signage and flyers may be the next stage of development.

Questions and answers

Q. Why is merchant organizing only for 116th Street?

A. That was the primary target area by SBS.

Q. What is the metrics for determining the success of the project and do you have any goals?

A. There are no goals or measure of monetary success. SBS only requires merchant participation numbers to make sure business owners are made aware of the success of the project and can continue the objectives of the project when the three years are over.

Q. What type of mom and pop store out- reach are you currently using. Can you post on the CB 11 Website?

A. Currently Jeremy and Cassandra are developing advertising materials and we will look into posting on the CB 11 web site as well as other organizations internet sites.

Q. Are there any RFPs and additional funding venues being considered?

A. There are no RFPs and they are relying on the contracted managers to work with funds they currently have.

Q. What are the incentives for merchants to participate?

A. To increase foot traffic and free entertainment for the restaurants to bring in patrons. Use the same formula that made Central Harlem successful.

Q. Is the money used for music and marketing separate?

A. Yes

Q. When we have events people do not necessarily purchase products. How does music impact patronage? Small Business Saturday was terrible.

A. Hopefully the potential patron will come in to the establishment and purchase product while listening to the entertainment. If we can draw them into the place of business the merchant can get them to spend money.

Q. You mentioned attracting millennials and young professionals to increase foot traffic to merchants. Do you have a social media platform, tweet, blog or actively engage with bloggers?

A. The only platform we currently have is 150 followers on Facebook. This program is only for three years and we want the merchants to sustain business improvement on their own. If they want more of a social media presents they can achieve that on their own.

- b. Review of the points of agreement made by NYC put forth in the E. Harlem neighborhood plan was achieved.
3. Adjournment

Motion to adjourn was made by Candy Vives -Vasquez and seconded by Xavier Santiago