



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, May 9, 2017, 7:00 p.m.
Bonifacio Senior Center
7 East 116th Street, New York, NY 10035

***** MINUTES *****

Present Holey Drakeford, Melanee Farrah Vincent Torres, Carlos Diaz, Erica Jones, Celia Ramirez, Jesse Yang, Xavier Santiago

Excused: José Altamirano, Xavier Santiago and Vincent Torres

Absent: Edwin Marcial

I. The meeting was called to order at 6:56p.m.

Motion to the adopt the agenda by Steve Villanueva, Seconded by Carlos

II. Presentations & Discussions

a. First up the Panorama Festival in its 2nd year, the Music, Art and Technology festival is a three-day event produced by The Bowery Present and Golden voice.

Presentation by: Kyle Casey, Festival Director from Golden voice and Vincent Nardone, of The Bowery Presents.

GV: "My name is Kyle Casey, Festival Director. We are here today to reintroduce the festival, recap what happened last year and kind of talk about what's happening this year. It will be held starting on July 28th this year and we have provided a print out of the presentation we will be giving today. We come from AEG also known as Goldenvoice or maybe you are more familiar with Bowery Presents. For today's purposes Goldenvoice and The Bowery Presents are one in the same... Kyle and I are both from the East Coast, I've been living in NY for seven years and Panorama started last year. It was our inaugural year and even though we are only in our second year we are still working hard to improve it."

GV: We can start with our local hiring initiative, Last year we teamed with Strive East Harlem Talent Network and we helped fill a 100 positions these ranged from Bartenders to Boneyard warehouse workers and onsite maintenance through EHTN Hire local initiative where we hosted a job fair at the end of May

Question: Carlos: And you did that with Strive? (Yes) Any particular reason that it's only just Strive and no one else in this community?

GV: With Strive I am pretty sure they are one on the same...

Carlos: They are not the same, Strive is one nonprofit organization that has an employment program, but there are other organizations in East Harlem that are doing the same thing Strive does

Holley: Let's let them get through their presentation and then we will go around the room.

Presentation Continues.

Committee members referred to the attached during the presentation for information on the past and present lineup, food vendors, beverage vendors, past news press, highlighted local vendor participation - see the attached summary for additional information. Discussion included a description of the structure built last year (a dome) and that it would be replicated this year to host art as a mini museum. The remainder of the presentation was retrospective and prospective Information provided:

- Community benefits included jobs through a partnership for local hiring with Strive Union Settlement and the East Harlem Talent Initiative.
- Last year they hosted a tour for 20 Talent Unlimited High School students; this will be continuing this year.
- Inaugural event held on 07/22-24/2017 we were provided the musical acts, some past and present include: 9inch nails, Solange, Alt-J, Tame Impala, and A TRIBE CALLED QUEST.
- Last year's Food vendors included local entities, connected to 20 -30 restaurants but only three participates: El Paso, Uptown Roasters, Pasquale. It's a challenge setting up a separate location for many establishments. It's a good opportunity for exposure, but a challenge when they also have a brick and mortar location.
- Sponsoring Little Kids Rock this year and our second year of sponsoring Louis Armstrong's Wonderful World festival in Queens and the Committee was invited to attend, support the Randall's Island Park Alliance

Holley: OK, Go ahead Carlos

Question: Carlos: We can give a list of more nonprofit groups to work with. You also mentioned artists. You didn't mention any artist from East Harlem we have a slew of artist in EH; they have great work from both the African American and Latino community that you should reach out to as well. I think you have a great program going on and we need more community groups involved. I am sure if you reach out to them you can get a couple of more from the community

Holley: Carlos if you have someone please forward it to him (cards

Celia: As far as the arts we have a bog art community and it didn't; sound like very much was participating in last year. You mentioned you have a self-built museum have a lot of people that would be interested in that I didn't hear any of our artist partake in that. Another question, As far as the food the businesses the restaurant, what about the people that don't have a business that are interested in partaking in food. Are you open to that?
Is it strictly business?

GV: We are, but it requires a certain amount of interest infrastructure. There is cost investment upfront, insurance requirements

Celia: But there are a lot of people to do that, not 100%, but the question would be is outside people, do they have the opportunity to do that?

GV: We have an online application that people if they were interested can sign up for, there are quite a few questions on the application that ask about the resources they have available and our requirements. We don't want to put anyone in a situation where they've lose money so we tried to ask a lot of questions in advance to ensure it's a proper fit for everyone.

Celia: You said you had something called Little Kids Rock done at the festival can you give more information to the community so other children can partake?

GV: This is new for 2017, it didn't happen last year, and it is a donation that gives money and resources to New York City schools.

Carlos: is it based out of east Harlem basically?

GV: It's a nationwide nonprofit but our donation is being earmarked to New York City public schools unfortunately not specifically to East Harlem

Marissa: So, for 15 hours of service you get free entry for three full days, an entire package. do you offer a lesser amount for a day or is it a set 15 hours and that the entire package we have a crazy response to this only first Senate out we got 1000 emails so to keep it manageable we leave it at a set 15 hours we also work with the Labor of Love program...? We have a vendor called Clean Vybz that handles the cleanliness of the site and manages the refuse and that's a program where we encourage people to come and sign-up and gain work experience?

Marissa: do you work with any high schools that support kids that are interested in tech and would like to learn about the setup

GV: That is something we were interested in doing last year and that's something that we can look into. We were interested in targeting technical high schools last year but ended up working with performing arts schools which did work out well. But if you can identify high schools focus on that, we would like to work with them in the future. We know how important it is to see people working in a professional environment as inspiration. If I hadn't seen this work at 18 years old I do not know where I would be in my career. We want to try and help them as much as possible; we would love the opportunity to show more people that we have going on

Candy: I am listening to my colleagues and what they're asking for and what would like to see, It Is more of these Harlem having the opportunity, making the effort to see that you engage the kids from this community. Because at the end of the day, I understand that this cost you money, and there is investment being put in

The artists are expensive and everything, but at the end of the day you are in the district of East Harlem that community board 11 encompasses. We can't just look at you, and hear you from Costco, because we can't afford to go there as the residents of this community. So, the most we can do is engaging the youth in the community areas like you said if you hadn't been exposed to the technology and getting into the music field you have never been in this field. But I would like to see that is exactly what you're doing for children and youth in this community. They may not go to performing arts but we have a lot of artist in this community and a lot of talented children and a lot of used that can be put to use just put the word out

there and if we need to help ourselves testing believe we can help you. What I don't want to see is people by the sideline while everyone else is from the outside of the community is enjoying this whole entertainment enjoying this in our community. obtain people at the community looking at the I don't want to see you come back again next year telling us all of the things you have done but really only C3 people only three restaurants from the whole district 11 I would like to see results and it is sure it's not disingenuous and We don't see real results I don't want to dance around

GV: I personally spoke with honey restaurants in the neighborhood last year and these are recommendations that came out of this committee. And a lot of them were not able to make it happen, for a variety of reasons there is a risk associated with this event Area at the same as it is in our business. We do not want your local businesses to lose money.

Candy: what about local talent can't something from the community doing opening act for any of those entertainers and give them exposure to your work and exposure to this career giving use the same opportunity of exposure that you have we can even connect you with people ourselves from the community. Then I can really say for sure you're really working the People from the community not just one not-for-profit there're not for profits that are actually dance companies in this community

GV: I would be more than happy to receive information

Steve: you briefly touched on insurance requirements to be a vendor on the site. of the 20 or 30 restaurants that were approached an east Harlem, where any of them excluded because they couldn't meet the insurance requirement?

GV: I don't believe so I think it was just financial thing at the end of the day. And actually, our requirements have changed slightly and all that information is available via our website and our email address that speaks specifically to restaurants is foodvending@panorama.NYC

Carlos: how do people get into your venue?

GV: We sell single day tickets at \$123 if you have the whole weekend it's \$345 for all three days

Erica: I wanted to second what candy was thing, and I noticed that someone mentioned this earlier. But just it's important to profile East Harlem artist. Maybe you guys are familiar with Afro punk? That has been the only time I've seen my demographic represented. Whether it's Coachella Lollapalooza or others; that is been the only one in with the people that look like me represented all over. So, I think the demographic, especially speaking to who we are in East Harlem, it's important to represent. I think it should be the up most importance. That's what I'm thinking about stuff about the local important I'm thinking about all facets artist and the art that represented.

GV: We can incorporate other local artists in other areas of the festival (post a discussion that the art for the dome has been preset).

Edwin: This is the only CB11 that you do the presentation?

GV: The only one we have scheduled so far...

Edwin: During the year? This is the only one?

GV: Last year we were in 3 times but currently this is the only one we have scheduled

Edwin: But you mentioned, you said in January so if you come to our board and you concentrate in the neighborhood you should give the opportunity to so many artists that we have in here. Just because we are (unintelligible) persons doesn't mean we are not professional. We have a lot of professionals in this community. We have a lot of artists.

GV: I didn't mean to you and hope I didn't imply that by any means.

Steve: Do you already have next year's festival plant?

GV: No

Steve: So, you haven't even set out a timeline and date? So, when does it happen late January at the end of July?

GV: per the Parks department, we can't even submit an application until the first Monday in November. It will be a summer concert again. Last year it was this second weekend of July, this year it's the last weekend of July many changes can happen, but end of July is the target for us.

Melanee: The common theme here is that the committee wants to be sure that events are inclusive for people in our community. It's the timing of the event, presently, does not give us the opportunity to be as responsive as he would like in terms of supplying the information for local vendors and artist in a way that we would like. Terms of making sure that we can connect need, to support the vendors, etc. So, we want to remain connected throughout so that we can ensure appropriate planning and connectivity through your process.

GV: maybe next year we should schedule something in January?

Melanee: yes, that would be great.

Holley: Anybody have any questions. Questions I have one, how much does it cost the vendor to participate?

GV: It depends on what the set-up is, for vendors somewhere around \$700 dollars. Power water and infrastructure, How big tent

Edwin: Do you serve beer?

GV: yes

Edwin: okay

Holley: what are the salaries, what is the range that you're paying people?

GV: it depends in the position suddenly, and the skill set but it's about \$15 an hour. The actual range is \$12-\$19 and our maintenance is 12 bone Yard warehouse are about \$19/hr., we also offer Fork lift certification

Holley: What are the opportunities are you taking applications yet?

GV: I have only connected a few days ago I have emails that people sending in, prior to and announcement. Because they remember the event from last year. We also have a few stray applications because we did go to a career fair.

Holley: anybody else?

Steve: one of the things we are looking for when people who are looking to develop a long relationship with East Harlem, and obviously, we hope that you have a successful event, is a safe venue and something that enriches the community. I'm going to read just a small portion of our statement of district needs.

[Reads the intro paragraph]

So we want you to quantify your results. You read your list of community benefits, and to use your term Community benefits. We want you to see what you are able to quantify and for you to create projections for what will happen, and how you intend to meet you that. You had Community benefits in 2016 and your plan is to expand upon that. If we want to see the benefits to this community, we have to be able to quantify that? We ask that you share that with us moving forward.

b. Lexington Gardens II

Yasmin Cornelius, Director of External Affairs

May 17, 2017 pre-bid conference at 11:30am at 15428 5th Avenue (& again in July 2017)
Summary info: New affordable mixed-use project to be developed in East Harlem located between 107th and 108th Street and Park and Lexington Avenues. She stated "the project will bring 400 new units of affordable housing for households ranging from very low to middle and moderate income."

Lexington Gardens II will be home to a new headquarters for the Northside Center for Child Development, a nonprofit with a longstanding history of service to the Harlem community. Union Settlement will also expand to Lexington Gardens II. Lexington Gardens II will also feature a retail opportunity located at the corner of 108th Street and Lexington Avenue.

For this project, they will be staffing about 100 people. However, we are just started the bidding process and work will not begin until at least March 2019.

Please visit LexGardens2.com there you will find additional updates on the plan and how it is progressing.

c. Sendero Vendero – 111th Street

Sendero Vendero provides Capital Funding for Dream Charter School and a facility for the school. Of all of the buildings the tallest is 35 stories. The others are 14 and 9 stories respectively. We will provide at minimum quarterly updates after the project begins and seek out information for hiring partnerships/

How are they tracking new hires as actual Harlem residents?

Offered a tour of 1951 Park Avenue

Holley: 35 stories? 33 stories isn't that the max?

Candy: A 12 story facility with more affordability, lower density in the community
No formula for those living on Social Security and we have a middle group that is squeezed out – the young professionals that want to make a home here but cannot afford to buy.
Rezoning needs to be balanced out. 30% minimum us 26,000 (in 2016) seniors are becoming homeless and the 50/30/20, is that working?

Carols: Big Senior populations and we rarely hear about Senior Housing. There have been o commitments, we need a percentage

Holley: (After moving on from the presentation introduces the rezoning discussion.

Jesse: No attention to the middle-class group & how they sustain the community. The status quo doesn't benefit anyone. It is very important that all of us log our input. I support the plan with conditions, discussion on foot traffic, cultural tourism, and discussion on real rezoning impacts. We have created a document in Executive Committee please everyone contribute to the rezoning taskforce.

Steve: We want a substantive discussion on rezoning. We need to have structured responses on the actual uses of the land and affordability and outline Economic development specific concerns

d. Review the draft EIS or CB11s position on the draft scope.

Jesse is the conduit collecting opinion to craft the response. We need to require the submission of quantifiable data and keep sharing district needs statement.
This is our chance to craft the discussion and get investors to meet their commitment.
We need to be:

- Tracking promises
- Looking at actual placement in the community (where matters)
- Local hiring
- Small businesses impacts

Holley: Have an honest conversation. A situation where people are not afraid to say low income housing – use honest language and provide more details regarding commercial overlays

Candy: Subsidized home ownership. Home ownership solidifies a community – it creates opportunities for stakeholders who invest in the community

Holley: There has not been real talk on rent stabilizations – long term plan to keep the rent stabilizations in place.

Celia: The community has to work together every day, not enough people are working together

Carlos: We need to see their commitment to community – real transparency, open access to plaza. Not something that is later fenced in.

Erica: Not buying density for cost savings. Density won't alleviate all issues. The homeless population in East Harlem is growing and our demographic is not being served by rezoning. We need a lot of conditions put in place.

Carlos: Also, parking was not mentioned

Candy: George Sarkissian (?) There has to be some type of subsidy agreement with private property owners for local & small businesses. Gentrification increased rents and drove out small businesses, culture and youth resources

Erica: Mom and Pop businesses are price gouging to stay open. Commercial spaces need support

Jesse: Requests again for comments from all. The core of this rezoning impacts 96 blocks

Taxes raised claims for vacancy led to ghost buildings with tenants at the bottom for the landlord to secure these losses

Tax bill and sustainable cost

Steve: Risk passions are just a part of a conversation this must be reflected in our response to the draft EIS. We need comments from each individual to put together the recommendation. The worst thing is a no vote or no response?

Candy: What about a Count-down clock on the website to remind people that time is ticking and we all need to respond?

Angel: We can try that.

Holley: Angel any reflection on the rezoning?

Anel: I encourage everyone to look at past and reiterate past recommendations that speak to rents in commercial spaces and the viability of open spaces. To look at the NYCHA super block and its needs. It needs the addition of the commercial corridor. The corridor needs to continue along and up the avenue to get people to walk through the entire neighborhood. State a clear case. No pie in the sky we want X for this specific reason. We also discussed a WorkforceOne Center being placed in East Harlem. If I recall we can look at Brad Lander per Commercial rent Controls and finally remembering to reassert what is important.