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Chairman

COMMUNITY BOARD ELEVEN

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Economic Development, Culture & Tourism Committee
Tuesday, September 8, 2015, 7:00 p.m.
Bonifacio Senior Center
7 East 116th Street, New York, NY 10035

- Present:** Jose Altamirano, Diane Collier (Chair), Jonathan Camacho, Holley Drakeford, Judith Febbraro, Jose Grajales, Marissa Mack, Ed Marcial, Celia Ramirez, Xavier Santiago, Steve Villanueva, Vincent Torres, Matthew Washington, Jesse Yang, Faye Yelardy, Mia Brezin (staff)
- Absent:** Amie Kyros-Petrucci, Debbie Quiñones, Ed Santos
- Guests:** Kathy Benson, Genevieve Andre, Rev. Yolanda Brown, Kimberly Villanueva, Juan Pagan, Jesus Perez

Meeting called to order at 7:05pm by committee Chair Diane Collier. She welcomed the new members to the committee and asked all members to introduce themselves to each other and the public.

1. Discussions/Presentations

- a. Presentation on the plans for a Christmas tree at 106th Street by the East Harlem Christmas Tree Committee

The Chair introduced Ms. Kathy Benson and artist Ms. Genevieve Andre of the East Harlem Christmas Tree Committee. This will be the 12th year of the East Harlem Christmas Tree committee, and the tree lighting ceremony will continue to be at Franklin Plaza in December. As done last year under the artistic guidance of Ms. Andre, the ornaments will be made by EH seniors and youth volunteers who learn the craft at workshops held at El Museo del Barrio and Bonifacio Senior Center. The Committee's goal is to purchase a 25 foot tall tree and to make 800 ornaments from recyclable plastic.

At a recent EH summer event (Uptown Bounce), Ms. Collier and Ms. Benson had discussed the possibility of adding large street decorative lights along with the tree. Ms. Collier connected Ms. Benson with NHEMA, and subsequently Ms. Benson was approved to move forward with a three-year contract agreement for a large 3-D snowflake to hang at 106th Street and Third Avenue.

Due to the addition of the large snowflake, this year's tree lighting festivities' costs will exceed \$12,500. Ms. Benson asked the committee for the community board to continue to support the tree lighting committee's efforts and requested a \$1,000 donation this year. The Chair noted the board approved \$750 last year for just the tree.

Mr. Vinnie Torres made a motion that CB11 support the East Harlem Tree Committee and donate \$1000 to the 2015 East Harlem Christmas tree and street lighting. Ed Marcial seconded the motion. Motion carried unanimously.

2. Old Business

a. Neighborhood Study

Committee liaison Mia Brezin and Chair Ms. Collier asked members to attend the next Neighborhood Study meeting on Small Businesses, Workforce and Economic Development at Children's Aid Society on September 10th. Ms. Brezin stated the format will be round table discussions with assigned facilitators, and then each table presents their findings. All the gathered information is then reviewed by the Steering Committee members in preparation for final presentation in January.

3. New Business

a. Statement of District Needs and Budget Priorities

The Department of City Planning has a new format which combines SDN and Budget Priorities. Ms. Collier noted that the form sent with the agenda to the committee's attention was rather lengthy, and would take some time to review the specific economic and cultural submission. Ms. Brezin acknowledged the time constraints, but noted information submitted was a condensed version of our current SDN transposed to their form.

During the interim, the chair asked the committee to review the Economic and Culture sections and forward any submissions to her and Ms. Brezin. CB11 will vote on approval in October.

b. Bolt Bus

The Chair asked Mr. Jose Altamirano to talk briefly about the Bolt Bus request to stop in East Harlem. The new stop to drop off and pick up passengers on Lexington Avenue has the potential to add more foot traffic and revenue to stores in the corridor.

4. Announcements

a. Edwin Marcial announced that Teatro Moderno Puertorriqueño raised \$50,000 towards the East Harlem Walk of Fame initiative. Teatro will also be presenting at Julia DeBurgos "Noches De Boleros Palladium Nights" on Wednesdays 7 p.m. to midnight. There is a \$10 cover charge.

b. Holley Drakeford announced NHEMA's Weekend Walk at Marcus Garvey Park – Saturday, September 12th.

5. Adjournment

Motion to adjourn by Jose Altamirano, seconded by Holley Drakeford. Meeting adjourned at 8:15 p.m.