



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

Rezoning Taskforce Thursday, February 16, 2017, 6:00 pm Board Office

*** MINUTES ***

Present: La Shawn Henry (Chair), Alex Kohen, Nilsa Orama, Jeremiah Schlotman (Vice-Chair), Shantal Sparks, H. Candy Vives-Vasquez, Angel Mescain (staff)

Excused: Steven Villanueva

Absent: Xiomara Pedraza, Jesse Yang

Guests: Emily Grajales, CB11; George Janes, CB11 Consultant; Harrien Dobson, Holy Ghost P.F.C.; Alavro Franco, Tenants & Neighbors; Jessica Millnitz; Shonda Westbrook, Poetic Empowerment; Peter Insalco, Result Media; Collie, Marcus Garvey Park Alliance

1. Call to Order – Adoption of Agenda

Meeting called to order at 6:14 p.m.

Motion to adopt the agenda by Nilsa Orama, seconded by Alex Kohen. Passed at 6:14 p.m.

2. Presentations & Discussions

- a. 421-a Discussion (George Janes)
 - i. Discussed new bill which seeks to revise existing 421-a program, titled “Affordable New York”
 - ii. Viewed comparison chart produced by NYU Furman Center report
 1. Affordability levels similar to MIH
 2. See Table 1, report by NYU Furman Center at:
http://furmancenter.org/files/NYUFurmanCenter_421aOutcomesReport_9Nov2015.pdf
- b. Update on photo simulation (George Janes)
 - i. At this time, DCP unwilling/unable to share data which would be needed to design a photo simulation of existing & proposed rezoning
 - ii. Discussion on Google Earth as an alternative tool
 1. Cost associated with designing massing model less than a photo simulation

- 2. Tool would be accessible to the public for use; provide visual
- c. Draft of glossary completed (George Janes)
- d. Survey (see Marketing & Outreach item below)
- e. Discussion on possible presenters
- f. Marketing & Outreach plan (Shantal Sparks/ Emily Grajales)
 - i. Discussion centered around the following methods for marketing & outreach
 - 1. Social Media
 - a. East Harlem Neighborhood Plan Facebook Page
 - b. CB11 Facebook Page
 - 2. Flyers
 - a. Distribute in person, near subway stations and major bus stops
 - 3. LinkNYC
 - a. Need to further explore
 - 4. CB11 website & e-blasts
 - 5. Churches
 - 6. Community Partners
 - 7. Surveys
 - a. Paper
 - b. Online (Survey Monkey)
 - 8. Parent Coordinators
 - 9. NY1 Community Page
 - 10. Free community publications
 - g. Update from Drafting Team (Jeremiah Schlotman)
 - i. Commenced discussions re: documents which will be prepared; gathering info
- 3. Old Business
- 4. New Business
- 5. Announcements
- 6. Adjournment

Motion to adjourn by Alex Kohen, seconded by Jeremiah and passed at 7:05 p.m.

Minutes prepared by: Shantal Sparks