

## COMMUNITY BOARD NO. 8

### MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON JUNE 24<sup>TH</sup>, 2010 AT THE BOARD OFFICE 5676 RIVERDALE AVENUE

#### PRESENT

Robert Fanuzzi  
Steven Balicer  
Brendan Contant  
Steven Froot  
Maria Khury  
Robert Press  
Linda Cohen  
Vasco Da Silva  
Rose Ann Milo  
Ellen Feld

Ellen Pollan  
Andrew Sandler  
Kevin Vega

#### AFFILIATION

Committee Chair  
CB8  
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rep. Senator Jeffrey Klein  
Sotheby's  
Baby It's You  
Sotheby's & President, South  
Riverdale Ave. Merchant's Assoc.  
Bronx Council of the Arts  
rep. Councilman Koppell  
Citibank

#### I. Chair's Report

R. Fanuzzi announced the election of a new Chair for the committee, Maria Khury.

#### II. Guest Speaker, Ellen Pollan, Bronx Council of the Arts

A. Ms. Pollan reported on two successful initiatives of BCA that have had a positive impact on economic and community development:

1. The Bronx Cultural Trolley, running through the South Bronx Cultural Corridor and stopping at local destinations, including restaurants and art galleries
2. The "Fair at the Square" on Westchester Square, organized in partnership with the Eastchester Merchants and Professional Association. The "Fair at the Square" receives support from local elected officials and is heavily promoted by BCA, which provides graphics and publicity. The arts fair in turn creates a "brand" for Westchester Square as an exciting place for community members to shop and enjoy public art.

#### III. New Business: Organizing an Arts Fair for South Riverdale Avenue

A. With the help of the BCA, the Economic Development Committee plans to work in partnership with the South Riverdale Merchants Association to create sidewalk arts fair for Spring or early Summer 2011. With the help of Ms. Pollan and Ed Friedman from the BCA, committee members described several features of such a fair:

1. Vacant storefronts could be used to display art
2. Art would also be displayed in live commercial spaces, where possible
3. Art could be displayed on sidewalks, with non-visual art— performance, music— included as well.
4. No street closure would be required.
5. The art would be for sale, and local merchants could display promotional material on the sidewalk

6. BCA would work with local arts organizations, such as the Riverdale Arts Association
  7. The art show would be curated and juried, with artists residing in Community Board 8
  8. BCA would help design promotional material, a logo, and assist with publicity
  9. Local residents with experience in event planning would be enlisted to donate their services and coordinate the various events of the arts fair.
  10. The South Riverdale Avenue Merchants Association would serve as local sponsor and supporter
- B. Once the committee agreed to these principles, M. Khury indicated that there being several items to discuss for the year an Ad Hoc Committee be formed to meet and pursue the Art Festival. R. Fanuzzi suggested that several working groups be formed:
1. R. Milo, V. DaSilva, and E. Feld agreed to survey merchants to determine if they would allow a portion of their commercial space, window, or sidewalk to be used for an art exhibit or performance.
  2. E. Friedman and E. Pollan of BCA will provide a sample budget of the Westchester Square “Fair on the Square” so that costs can be assessed and compared.
  3. R. Fanuzzi and L. Cohen of Senator Klein’s office will make sure the appropriate city permits are filed.
  4. E. Friedman will provide an “inventory” of local arts groups who can help organize the event
  5. V. DaSilva will reach out to landlords of vacant storefronts to ask permission to use their windows.
  6. M. Khury, the Economic Development Committee, and Tracy Shelton of the KRVCDC, will reach out to elected officials and other sources to ask for financial support.
  7. M. Khury indicated that the Committee intends to request the collaboration of the businesses in the various districts of CB8 to partake. The intent of the Trolley will be to transport people to Riverdale and from Riverdale to the other business districts.

These working groups will regularly report to each other and periodically to M. Khury of the Economic Development Committee.

There being no further business, the meeting was adjourned at 9:15.

Respectfully submitted,

R. Fanuzzi  
Economic Development Committee