

BRONX COMMUNITY BOARD NO. 8

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON MARCH 3, 2011, AT SANTA FE GRILL RESTAURANT, 6025 BROADWAY

PRESENT

Maria Khury
Sylvia Alexander
Brendan Contant
Robert Fanuzzi
Nils Graham
Patricia Mullen
Robert Press
Herbert Young
Gregoria Feliciano
Juan Goris
Ed Lowe
Ari Spett, Esq.
Carmelo Alvarado
Larry Edwards
Brendan McHugh
Magali Capi
Ellen Feld
Clinton Flanagan
Irene Moore Korman
Efrain Lariet
Juan Lopez
Marina Lopez
Manari Merino
Angel Morales
Michael Nixon
Ray Norberto
Sonia Olivares
Karen Pillot
Vivian Rivas
Dr. Ana Rojas
Tracy Shelton
Martin Spett
Kevin Vega
Adam Wisnieski

AFFILIATION

Committee Chair
CB8
CB8
CB8
CB8
CB8
CB8
Eco.Develop.Committee Member
Eco.Develop.Committee /Ibiza Lounge
Eco. Develop. Committee Member
Eco.Develop.Committee Member
TD Bank
Creditable Health Coverage Options
Riverdale Review
Capipets
Sotheby's Realty
Unlimited Future Inc.
Country Bank
Santa Fe Grill
Resident
Khury Tours
Santa Fe Grill
Marble Hill Dental
Bronx Overall Economic Development Corp.
The Page Turner/So. Riverdale Merchants
King Suki Nail
Art Intellect Diversity Foundation
Capipets
Marble Hill Dental
KRVDCD
Local Artist
Citibank
Riverdale Press

Meeting called to order 7:30PM

Chairperson's Report

Maria Khury welcomed the participants to the Economic Development Meeting. Continuing its goal to connect the business community, the committee meeting was hosted by Santa Fe Restaurant. She encourage all to attend the committee's and Board 8's meeting as they are all open to the public.

She explained the Board's and the Economic Committee's role in the community focusing on how as a community, we are making great strides, such as the establishment of merchant associations and an arts festival, which would be discussed in greater detail as the meeting progressed.

She reminded all attendees to sign-in and write their e-mail addresses legibly as this was the best way the board and the committee can communicate with them. She briefly described the board's new communication tool of Patron Mail, which will allow the board even greater outreach in the community and encouraged the attendees to use the email link to the committee and board.

The Chair recognized and thanked the owners of Santa Fe (husband and wife Efrain and Manari) and asked them to say a few words.

Minutes of February 3, 2011 meeting were considered and approved.

Follow-up Business

The Chair introduced - Tracy Shelton of KRVC who gave an update as to her activities.

-There's progress made towards the establishment of 4 new merchant associations in community. The N. Riverdale is almost incorporated. The SRMA has nearly received its' 501c.3 status as non-profit organization. Tracy introduced the members of the associations who were present, including N. Riverdale, Ellen Feld of SRMA and Irene Moore Korman of Country Bank and the newly-elected President of SRMA, Ray Norberto.

- **A discussion** of common activities, such as the new promotion for Spring based on the color orange, are ways the associations can attract business to each area. Together, they can share information and tasks required to be good businesses in the community.

- Additionally, it was mentioned that Marble Hill's effort for an association is moving forward. Much progress was made at a meeting in which NYS Senator Espallat and NYC Council Member Rodriguez attended on Feb. 2, 2011. The chair also attended and introduced some of the attendees of that meeting who were also present.

- **Recognition** of the tremendous efforts and dedication to our community of Michael Nixon of MMM, who is providing essential guidance in the formation of all of the associations.

The Chair asked Bob Fanuzzi, Vice Chair of the BRXCB8 to expand on the **May 15th Spring Arts Festival and the Ad-Hoc Committee SRMA, South Riverdale Merchants Association, update.**

- **He led** the discussion on the upcoming arts festival, which is being sponsored by one of the communities' new merchant associations, SRMA.

- **He opened** asking attendees to consider how this has been one of the most innovative models of community involvement. He emphasized that art supported by organizations such as the Bronx Council to the Arts and efforts such as the SoBro Trolley provide what is needed to keep community art thriving. Local areas such as the South Bronx's events and Westchester Square's "Fair in the Square" are examples how business and non-profits work hand in hand to support each other's success. The event will be held on the first weekend, the kickoff of "Bronx Week."

- **Concerns** regarding the handling of art and the possibility of rain were addressed. For the festival, there will not be any streets closed off to vehicular traffic that day. Frank Goris of Ibiza Lounge volunteered to provide the staff needed to promote the events locally.

- **The Chair** noted that the festival's trolley, which will start at their parking lot on Broadway (near Staples) up 231st Street and is supported by the Citibank Branch Managed by Kevin Vega. The festival will include visual arts, theatrical performances, music, and art activities for families.

- **Lisa Cooper** of Mosholu Avenue, will curate the art. It was pointed out how valuable her expertise will be to the high quality of the festival's offerings. Any artist interested in showing their work should submit their work in a JPEG file to the board office. It is anticipated that there will be room for the work of approximately 15-20 artists.

- **Additionally, Linda Nemrine (sic)**, a well-regarded music publicist, will organize performances throughout the festival so that traffic will flow throughout the area.

- **Ellen Feld** of Sotheby's and the SRMA, who worked as a pro-bono real estate agent to attract commercial tenants to revitalize Riverdale Avenue, will lend her essential knowledge of the community to determine appropriate venues to host the art and performances. It was also noted that the vacant storefronts on Riverdale Avenue will be filled by the time of the festival.

- **Ray Norberto** described the area where the festival will be focused from Polumbo Bakery to Chase Bank on Riverdale Ave where merchants will host promotional tables, but will only do transaction in their physical locations. His bookstore, will host readings and activities spaced throughout the day for families. He noted that the ad hoc committee will meet to finalize the festival's budget (tents, small stages, etc.). He asked that the community members contribute to make this event's first time as wonderful as possible.

- **Bob Fanuzzi** expressed hope that these efforts for the festival could be supported throughout the community in the future.

- **It was** noted that, Mr. Martin Spett an internationally known artist and local resident was present at the meeting to contribute to the efforts of the festival. His work which focuses on the Holocaust has been viewed at Manhattan College.

- **Michael Nixon** gave an update on the efforts to establish a satellite location of the Business Solutions Center, a budget priority. This office would provide essential information and guidance free of charge for local entrepreneurs, such as incorporation, real estate lease agreements, affordable financing. They also screen job seekers that local businesses seek. The Chair asked Ms. Mullen to coordinate with Mr. Nixon and report back to the Committee the logistics of this Satellite.

Upcoming Events –

Thursday, April 7, Economic Dev. meeting - Non-Profits Exchange, forum in which community non-profits will be given an opportunity to share information, concerns and best practices with each other. Non-profits organizations contribute greatly to employment and economic development in the community.

Monday, May 9th, Meeting at Sothebys, Update of Art Festival.

Thursday, June 2, Economic Dev. meeting - Small Business Survival Act. Committee members, Ari Spelt and Gregoria Feliciano, explained that at the event, a guest speaker, the attorney who wrote the act was invited, will discuss how the NY City Council's Resolution addresses the need for a mediation/arbitration process between commercial real estate owners and tenants. All sides of the issue will be presented so that the community may make an informed decision as to the need for such act. In addition, there will be a discussion of whether the act is constitutional. The presentation will include the public using activities such as skits and other creative outreach methods.

New Business

TBA, NYC Consumer Affairs presentation, and Small Business Emergency Services

Meeting adjourned at 9:35 PM followed by networking, served beverages and treats compliments of Santa Fe Grill.

Minutes submitted by,
Tricia Mullen
Committee Member

Approved by,
Maria Khury, Chairperson
Economic Development Committee