



# Community Board 12M

Washington Heights & Inwood  
530 West 166<sup>th</sup> Street, floor – New York, NY 10032  
Phone (212) 568-8500 Fax (212) 740-8197  
Website: [www.nyc.gov/mcb12](http://www.nyc.gov/mcb12)

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## **Business Development Committee minutes** Agenda for Tuesday, March 3<sup>rd</sup>, 2020 at 7:00 pm

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### **I. Welcome, Opening Remarks (Domingo Estevez, Chair)**

- i. Report back from events attended
- ii. Quorum at 7:05pm
- iii. February Events
  1. Domingo Estevez attended Inwood merchant association event that recognized 12-15 small businesses, notable small local businesses in CB12 neighborhood, and served as a panelist for Carmen DLR event at Casa de Mofongo, 100 small businesses in attendance including IRS, workers comp

### **II. Approval of Agenda**

- a. All to move agenda

### **III. Reports:**

- i. **Small Business Owners Testimonies:**
- ii. **Logic – how do we get them engaged, their own testimonies**
  1. Crème de la Crème Nails, Angely Duarte
    - a. 20+ Years, Nails 2000, 10-15 years, mom retired, 189<sup>th</sup> street
    - b. Being young opening up a store, hiring older women, as a young woman, challenging starting from scratch
  - i. What type of support is essential to help entrepreneurs flourish?

1. Don't know the legality, the licensing, the payroll, the diligence, there is a glitch in the database, people that open a DBA, dealing with attorneys trying to figure out how I am going to deal with this – they know the names, there should be a better database and platform to search for names so we're more united.
- ii. What are some laws/policies that impact you as a business owner?
  1. Taxes – too complicated to understand as an individual business owner
- iii. Do you have branches/growth plans?
  1. Would love to grow into franchises, open up different stores and locations, and provide more jobs to people
- iv. How many employees do you have? 3 employees – all hired locally
- v. Challenges and Resources – how did you overcome them?
  1. Business plan to start small – sublease small space then grew into a full commercial space
  2. Nuevo Siglo Adult Daycare Center, Annie Santiago
    - a. 213 Sherman Ave -Monday – Saturday
    - b. Enriching the lives of the elderly
    - c. Department of Buildings – Letter of objection
- iii. **Council Member Ydanis Rodriguez Updates**, Budget and Legislative Director Evelin Collado
  1. **Evelin Collado no-showed**
- iv. **State Assemblywomen Carmen De La Rosa Updates**, Chief of Staff Orlando Ovalle
  1. Small business administration
    - a. NY most 5<sup>th</sup> entrepreneurs states, based on size, small biz population per state
    - b. Plastic bags have been banned (March 1) grace period, going to start enforcing April 1
      - i. Written warning
      - ii. \$250-500 fines, in convos with the DoT, deficit of paper bags
      - iii. Can still use plastic bags for garbage

- c. Mandatory sexual harassment training – online training, CDLR can connect to website, disclaimer for employee to sign, local law 96 of 2018, employees of 15+ mandatory for sexual harassment training (NYC)
- d. United Bodegas Association – 50 businesses that came to have a breakfast, working with local chambers that provide resources and tools to small business community
- e. City and state reciprocity – if you get MWB certification from one you can get the other, Cuomo wanted to expand it to 5 years up to Dec 2024, certification increases from 4-5 years
- f. Personal net worth for MWB 3.5M to 15M can apply to the certification
- g. 30% state contracted goal, MWB utilization increased to 29.13%
- h. Predatory Loans – governor exempted laws but there is a grey area, giving away businesses with high interest rate, legislation
- i. Accountability – NYPD, NYFD, DoS, how to educate small business community, let them know, compliance checklist
- j. Monthly recurring events – trainings at CLOTH tech center, high visibility to resources – small merchants don't have time, strategic, mitigate it by providing toolkits

#### **IV. Committee Business:**

- i. Identifying 12 women business owners to highlight during Women's History Month (first)
  - 1. Tanya's idea – during the month of Women's History Month
  - 2. Highlight women who have had businesses for awhile
  - 3. Explore ideas on what that can look like – CB 12, 12 women
    - a. Recommendations from Martin Collins
      - i. Omara Reyes, Aquamarina, 19 years
      - ii. Jennifer Wilson, Sisters Uptown Bookstore
      - iii. Wendy Genao, Dyckman Car Service (40 yrs.)

iv. Susanna Osorio, Mama Sushi, Bocaditos

v. Sira Angeles, Riverside Brokerage

b. Recommendations from Tanya Bonner/Cloth

i. Ignacia Hernandez, Sweet Life Pastry (5 years)

ii. Jennifer Wilson, Sisters Uptown Bookstore (20 yrs.)

iii. Lisa Bisoño, Happy Kids Barber (10-15)

iv. Sonia, Floridita, Rincon Mexicana

v. Tara Willy, Hilltop Alehouse (2 years)

c. Recommendations from the floor

i. Yahaira Gonzalez, Pop n pour (3-4yrs)

1. Ysidro Medina's rec

ii. Crème de la Crème Nails, Angely Duarte (10yrs)

iii. Habichuela con Dulce lady (182<sup>nd</sup> St Nick) (20+ YRS)

iv. Elsa, Chicharon

ii. Census

1. Census reps at last general meeting

a. Mailings March 12

b. Highest to do the census, lowest under 5 years old, it is important to count everyone

c. Census is still hiring

d. Census ID – Questioning, too personal bank accounts, identify, red flags, date of birth, if any of this occurs to you or someone you know, please report them to the Census Committee

e. March 30<sup>th</sup> -April 1<sup>st</sup>, Census will be counting homeless people

iii. Community partner updates:

1. CLOTH

- a. Jackie – organizing two pop up markets between 157<sup>th</sup> and 158<sup>th</sup>, homebased handmade products from residents of Washington Heights
  - i. Apply online, with a paper application
  - ii. 15 spots for artisanal products (packaged foods), 2 food trucks, 1 artist each week
    - Handmade and home based – vending license
- iii. Deadline is April 5<sup>th</sup>
  - b. Jackie to give update on corridor marketing plan – Merchant of the Month
    - i. Goal is to encourage people who live here to spend \$ here
  - c. Cloth159

2. Washington Heights & Inwood Chamber of Commerce

- a. Sandra no show

3. BID - Ysidro

- a. Negative cashflow exiting the neighborhood 220M, quite concerning and brainstorm needed to alleviate this

iv. Procurement event update

- 1. BID, Cloth, goal is to bring in city cashflow
  - a. Co-sponsoring it to open it up to members
- 2. What is a procurement officer? City doesn't produce anything they procure everything

v. DYCD Summer Youth to assist building a Small Business Directory

- 1. CB12 List Serv – reach them directly, CB12 needs to have their own directory
  - a. Asking partners to provide directory, 30-40 SYEP to canvas community, every business within community

- b. BID District – 250 businesses, Inwood 600 Business – identify trends on where they are and where they are going, health industry is going up big time

V. Committee Task Delegation

- a. Rud – June minutes

**VI. Old Business / New Business / Announcements / Adjournment**

- a. Michael O Hannell – Hookah legislation

- i. Proposed Hookah legislation (Ydanis)

- 1. Did have a conversation with Evelin, requested a meeting, went to Ydanis 2 times 5-6 years ago, call his legislative person that the councilman that would get the hookah out of all of the establishments, never got someone on the phone, history of this, hookah was unregulated, So long as hookah doesn't have tobacco it's not illegal

- b. Announcements – Edelin Martinez – Latino film market, more Latino content, June 16<sup>th</sup>, funding from the city, distributors to buy Latin content.

**VII. Meeting adjourned at 9:10pm**

Agendas and speakers are subject to change. Please call the Board office to confirm.