



NEIGHBORHOOD

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PROGRAM



NEIGHBORHOOD
LEADERSHIP
PROGRAM 2012



"By completing the Neighborhood Leadership Program, you have strengthened your skills, sharpened your expertise, and joined a Coro Community dedicated to making New York an even better city in which to live and do business. Together, we look forward to the five boroughs benefitting from your service and commitment in the years ahead."

Michael R. Bloomberg | Mayor



About the Neighborhood Leadership Program

The Neighborhood Leadership Program, now in its second year, is a partnership among the New York City Department of Small Business Services (SBS) and the Coro New York Leadership Center that provides a cohort of 20 individuals from neighborhoods across the City with the opportunity to develop their personal leadership skills, hone their commercial revitalization expertise, and learn new ways to lead change in their organizations and communities.

This five-month leadership training program provides participants with exposure to:

- An unparalleled network of peers and relationships to last a lifetime**
- Innovative relationship and management strategies that can be applied real-time to their careers**
- Key stakeholders and resources critical to implementing effective commercial revitalization efforts**
- Knowledge of resources and skills needed to drive retail sales and support small businesses, including small business services, marketing and placemaking, and business attraction to improve retail mix**

Applications for the Neighborhood Leadership Program 2013 will be accepted beginning in the fall. For more information, please visit www.nyc.gov/neighborhoodleadership.

- 2012 Program Syllabus -

Understanding the 'Logic' of Neighborhoods

- Analyzing local stakeholder relationships to help move revitalization efforts forward
- Strategies for local data collection and securing the information needed to lead
- Case Study: Examining Fulton Street in Fort Greene/Clinton Hill and the FAB Alliance

Retail Business Resources

- Merchandising/marketing strategies for retail businesses
- Business planning/financing options for retail businesses
- Case Study: resources for businesses through the NYC Business Solutions Center and the Washington Heights Business Improvement District

Marketing, Promotions and Placemaking

- Retail promotions, district marketing and communication principles for commercial districts
- Addressing crime concerns through local partnerships and environmental design
- Improving the shopping environment and leveraging a neighborhood's unique assets

Improving Tenant Mix through Targeted Retail Attraction and Re-Development

- Introduction to the basics of retail leasing
- Strategic positioning and market analysis
- Retail prospecting and facilitating lease signings

- Case Study: Analyzing the process for transformation and meeting with stakeholders in DUMBO, Brooklyn

Creating and Maintaining Productive Stakeholder Relationships

- Understanding the complex intersection of public, private and non-profit interests in commercial revitalization work
- Engaging diverse and at times adversarial stakeholders while promoting the interests of a community-based organization

Driving and Managing Toward Results

- Developing specific and realistic commercial revitalization goals/outcomes
- Creating and managing an organizational framework for achieving those goals/outcomes

Change Management within Organizations

- Identifying opportunities for change within existing organizational frameworks
- Driving change through thoughtful engagement and leadership

Coro Neighborhood Leadership Closing Session and Evening Ceremony

- Strategizing to meet the goals of individual Neighborhood Change Projects
- Reflecting on the program and looking ahead to being part of the Coro community

- 2012 Program Participants -



Andrew Flamm provides neighborhood revitalization and entrepreneurial assistance for a wide range of organizations. Andrew previously served as executive director of the Lower East Side BID, and held senior level positions for the Downtown Alliance and Renaissance Economic Development Corporation. In these roles Andrew managed programs that spurred business investment and entrepreneurial development; activated public space; and expanded the organization's capacity.

"The Neighborhood Leadership Program has been invaluable in helping me become a more effective leader, and expanded my "toolbox" of skills to affect change in our communities."



Artineh Havan is the Executive Director of the Grand Street BID. Prior to this work, Artineh was a community planner with Sustainable Long Island, where she coordinated and facilitated Brownfield redevelopment and downtown revitalization projects. She has a B.A. in History from University of California, Los Angeles and a Master of Urban Planning from New York University.

"This Program was incredibly crucial for me to learn to be a new leader of a BID. I have had the opportunity to get to know amazing colleagues with whom I will continue to collaborate."



Dan Miner is the Senior Vice President of the Long Island City Partnership. He organizes business networking and educational events, and recruits new retail tenants to the recently enhanced commercial center of Long Island City's Business Improvement District. He holds a B.A. in Psychology from NYU and a J.D. from Cornell.

"Learning about the psychology of organizational change and personal leadership styles was both enlightening and of practical value."



Daniel Bernstein is the Deputy Executive Director of the Fordham Road Business Improvement District. Daniel manages daily operations, including budget, financial procedures, grant requests, policies, general administration and park and public development/capital improvement projects. He supervises all staff and acts as the primary liaison with city contractors and service personnel.

"I have become a much better listener in both my personal and professional life and I am very proud to say that I have conquered my personal leadership challenge."

- 2012 Program Participants -



Daniel Murphy is the Executive Director of the Pitkin Avenue Business Improvement District. Previously, Daniel practiced at his own firm, Gedney-9 Urban Planning and was the Community Outreach Coordinator for the Brooklyn District Attorney. He holds a master's degree in City and Regional Planning from Pratt Institute and a bachelor's degree in American Literature from SUNY, College at New Paltz.

"Throughout this program I have learned more about the change one can bring to society by using the powerful tools of self-awareness and respect for those which whom you work."



Daryl D. Garrett, Jr. is the Development Manager at Hope Community, Inc. – the leading community development corporation in East Harlem. Through the Neighborhood Leadership program and the Avenue NYC Program, Daryl is working to make East Harlem a tourist destination by continuing the ongoing placemaking efforts.

"This program has helped me understand my role as a connector between small businesses and the resources available to help them sustain their vital role in continuing the revitalization of East Harlem."



Doug Jones is the Executive Director of the Bedford-Stuyvesant Gateway Business Improvement District. Doug is focused on devising strategies that will result in diversification of the BID's current retail landscape. His career in community service began at Neighborhood Housing Services where he started as a Homeownership Counselor and became Program Director of the Bedford-Stuyvesant office.

"Through this program I was able to examine myself in an environment that was not punitive; rather, it was objective in providing me with rational as to how certain workplace behaviors affect my overall career objectives."



Garrett J. Lucien is the Senior Director of Economic Development and Financial Services for South Bronx Overall Economic Development Corporation. In that role, he is responsible for the overall direction and coordination of all operational activities, including developing an organizational structure that is capable of meeting client and funder demands and achieving established growth and profit objectives.

"I now understand that I have to be a better leader in order to help my staff become better workers. I now practice being more assertive and value the opportunity of having difficult conversations."

- 2012 Program Participants -



James D. Ellis is Project Manager of the Neighborhood Entrepreneurship Project (NEP) at the Brooklyn Chamber of Commerce. NEP aims to bolster capacity and offer technical assistance to burgeoning merchants associations throughout the borough of Brooklyn. He currently has projects in Crown Heights, Bedford-Stuyvesant, South Williamsburg, and the Flatbush neighborhoods of Brooklyn.

"The program brought together a group of professionals challenged with community change, provided a forum to explore, share and grow, and created lasting friendships among people who are making a difference."



Kenneth Mbonu is Director of Economic Development at Bridge Street Development Corporation. He is responsible for attracting and retaining sustainable, diverse businesses in central Brooklyn and is currently coordinating commercial revitalization programs on two commercial corridors in Bedford-Stuyvesant. His goal is to fill the vacant commercial spaces with diverse businesses, to make the corridors' physical appearance attractive, and to increase pedestrian foot traffic.

"Neighborhood Leadership has strengthened my sense of creativity. I now have more contacts in my field whose expertise and advice are priceless."



Loretta Cauldwell is the Executive Director of the Forest Avenue Business Improvement District. Her current initiative is to create a solid, recognizable, visual identity for the BID, through a multi-faceted campaign to raise the public's appreciation for the mutual benefits of a vibrant partnership between businesses and residents.

"I have learned so many things from Neighborhood Leadership. I am now able to have courageous conversations, something I would not have attempted in the past."



Medina Sadiq is the Executive Director of the Southern Boulevard Business Improvement District, making a major impact on the economic development of the South Bronx. Medina is also the founder of A Better Bronx for Youth Consortium (BBFY), an organization dedicated to creating community-led philanthropy. She holds a B.S. in Criminal Justice from Mercy College and a J.D. from Northeastern University School of Law.

"As a result of completing the Neighborhood Leadership Program, I have gained tremendous insight into the potential of my district."

- 2012 Program Participants -



Melissa Hodge-Miller is the District Services Manager at the Jamaica Center Business Improvement District, where she manages small business services, special events, and sanitation. Her primary focus is to purge Jamaica Center of its negative perception and help the businesses in the district thrive through various initiatives, including a Visual Merchandising Program and the district's first-ever interactive fashion show.

"Neighborhood Leadership has taught how to set S.M.A.R.T. goals for myself, embrace my network of colleagues, and utilize all of the resources available to me."



Meredith Phillips Almeida joined the Myrtle Avenue Brooklyn Partnership specifically to grow the organization's community initiatives. During her tenure, she created a thriving "Food Access Initiative," which expanded healthy food options for low-income residents. Other innovative projects included establishing a community-run farm stand and gardens on public housing grounds, as well as a community food council.

"Neighborhood Leadership has enriched my life by providing me with new ways of thinking, a new set of leadership tools, and terrific connections to build a stronger community."



Michael Lambert serves as the Deputy Director of the Mosholu Preservation Corporation (MPC), an affiliate of Montefiore Medical Center that has provided community support and economic development to the Northwest Bronx for more than 30 years. MPC's economic development work includes the oversight of the Jerome Gun Hill Business Improvement District, where Michael serves as Executive Director.

"Neighborhood Leadership has provided me with tools, resources, and relationships that allow me to make better decisions that impact the outcome of my projects."



Naomi Hersson-Ringskog is the Executive Director of No Longer Empty, a non-profit organization that draws together public art and community building by transforming empty storefronts into public art exhibitions. Naomi creates partnerships with local organizations and corporations to activate commercial corridors and make a local economic impact using arts.

"The program has taught me to be a better team player and has provided me with a caring and trusting circle of cohorts that I will continue to cultivate."

- 2012 Program Participants -



Rebeca Ramirez is the Commercial Revitalization Manager at Heart of Brooklyn, which is working to revitalize Washington Avenue in Prospect Heights. Prior experience includes being a video producer and media specialist at Art Meets Commerce, one of the top agencies in new media marketing for theatrical events.

"Our communities face challenges that we sometimes don't have an answer for. Neighborhood Leadership taught me what to do when I did not have an answer or I hit a brick wall."



Seth Taylor is the new Executive Director of the 82nd Street Business Improvement District. Since being hired, Seth has made a measurable impact on the district, having instituted a new sanitation program, built a new website and secured funding for the redesign of the public plaza. Previously, Seth served as the Director of Economic Development with the Union Square Partnership and as the Manager for the Court-Livingston-Schermerhorn BID.

"This program has sharpened my ability to better understand and appreciate other people's potential gains and losses, to build consensus, and to lead positive change in the neighborhood where I work."



Wellington Z. Chen is the Executive Director of the Chinatown Partnership. Wellington has a long record of community service and civic engagement, having become the first Chinese American to serve on a community board and local development corporation in Queens and was eventually recruited to serve on the NYC Board of Standards and Appeals.

"The training has given me tremendous insights into why we do what do and how to more effectively achieve results."



William Kelley is the Executive Director of the Village Alliance. William is focused on building community and partnerships beyond the core retail constituency, establishing a comprehensive communications and marketing plan, and developing a retail attraction strategy that will tackle high retail vacancy and turnover rates on 8th Street, Greenwich Village's former commercial core.

"I now have a new vocabulary and understanding of how to work more effectively with my staff based on leadership styles, strengths and challenges."

2011 | Program Graduates

Kevin Alexander

Rockaway Development and Revitalization Corp.

M. Blaise Backer

Myrtle Avenue Brooklyn Partnership

Laurel Brown

Jamaica Center BID

Ricardi Calixte

Queens Economic Development Corporation

Dale Charles

Pratt Area Community Council

Lauren Elvers Collins

Church Avenue BID

Lauren Danziger

Greenwich Village-Chelsea Chamber of Commerce

Elizabeth Demetriou

Southwest Brooklyn Industrial Development Corp.

LaQuita Henry

Heritage Health and Housing

Ira Jones-Cimini

Abyssinian Development Corporation

Phillip Kellogg

Fulton Area Business Alliance

Kevin Kong

Renaissance Economic Development Corporation

Kerry A. McLean

Women's Housing & Economic Development Corp.

Ralph Memoli

Lincoln Square BID

Simone Louise Price

Sutphin Boulevard BID

Angelina M. Ramirez

Washington Heights BID

Michele Sledge

Northfield Community Local Development Corp.

Lisa Thompson

Bed-Stuy Gateway BID

Kevin Tolan

Downtown Brooklyn Partnership

Bob Zuckerman

Lower East Side BID



Neighborhood Leadership is generously supported by City Council Speaker Christine C. Quinn and the Members of the New York City Council, TD Bank, the Association for a Better New York, Citigroup, as well as the Surdna Foundation.

The Neighborhood Leadership Program is led by Commissioner Robert W. Walsh, Deputy Commissioner Elizabeth De León, and Executive Director Andrea Buteau, in partnership with Coro New York Leadership Center Executive Director Scott Millstein, Senior Director of Programs Kristen Illes, and Program Facilitator Larisa Ortiz Pu-Folkes.



The Department of Small Business Services (SBS) makes it easier for businesses in New York City to form, do business, and grow by providing direct assistance to business owners, fostering neighborhood development in commercial districts, and linking employers to a skilled and qualified workforce.

For more information, visit nyc.gov/SBS



Coro is New York City's premier leadership training program and a community of 2,000 alumni across business, government, schools and non-profits that is shaping the city's future. For nearly 30 years, Coro has used the city as its classroom teaching students and executives, activists and entrepreneurs how New York works so that they can make it better.

For more information, visit coronewyork.org