

Brooklyn Community Board 9
890 Nostrand Avenue
Brooklyn, New York 11225

Economic Development Meeting Minutes
January 12, 2026

Attendance (Board Members): Lisa Etienne; Rohaan Menon

Attendance (Community Resident Members): Willa Thompson; Joyce Williams

Absent (Board Members): Volney Joseph; Vanessa Raptopoulos

Absent (Committee Resident Members): Bruce Kirton

Guests: Ethan Norville

CB9 Staff: Allison Henry, Community Associate

1. Call to order
 - a. Meeting in session: 7:03 pm
2. Discussed Small Business Mixer
 - a. What worked well:
 - i. Consensus was that the overall mixer was a success
 - ii. Event seemed to garner excitement regarding the scavenger hunt
 - iii. Sending follow-up email to attendees
 - b. What could have been better:
 - i. Missed to include email address on sign-up sheet
 - ii. Send clear expectations about the evenings event
 - iii. Having a one pager on CB9/CB9 Economic Committee/How to get involved
 - iv. Ensuring the QR code worked ahead of time
 - v. Ensure we have all the supplies ahead of time (Dante had to go back to board office during event)
 - c. Other comments
 - i. Can we have a regular cadence for the mixers?
 - ii. Need to think of ways to easily engage with business owners

3. Scavenger Hunt

- a. Need to finalize anchor businesses (ex. Awesome). General thought was that these anchor businesses may be those who volunteer to fund part of the prize and/or actively expressed interest
 - b. Rohan is working on a flyer for the Scavenger Hunt to garner business interest
 - c. The committee agreed:
 - i. To use sticker instead of a stamp.
 - ii. Print business name on 'passport'
 - iii. Scavenger hunt April 17th – 30th
 - iv. One entry per person
 - v. Physical passport
 - vi. Rohan is working on a stamp graphic
 - d. Willa and Lisa to collaborate on a more defined timeline
 - i. Feb – review interested businesses, logistics, passport
 - ii. March – run of show presented to businesses/invite businesses to CB9 economic development committee meeting to discuss logistics
 - e. Committee members will all do outreach to businesses
 - f. Team to think about hashtags for scavenger hunt, send ideas offline
 - i. Suggestions:
 1. #ShopCBB9
 2. #CB9SmallBiz
 3. #CB9Hunt
 - g. Advertising for scavenger hunt: CB9's IG, FB, WhatsApp, E-blast (post meeting – what about Link NYC)
4. Committee was asked to think about expressing interest in the Vice-Chair position.
 - a. The Committee will vote in a Vice Chair during the February meeting.
 5. The December minutes were approved.
 6. Feb Agenda
 - a. Continue discussion on Scavenger hunt
 - i. Review business interest
 - ii. Review logistics of scavenger hunt

- iii. Finalize layout of passport
 - iv. Finalize hashtags
 - v. Review sticker options
 - vi. Finalize date April 17 – 30th
 - b. Outstanding decisions:
 - i. Do we mandate a % off for shopping at a participating business?
 - ii. Determine prize(s)
 - c. Vote for Vice-Chair
7. Meeting adjourned: 8:06 pm