

## **MAYOR'S FUND TO ADVANCE NEW YORK CITY**

### **MEETING OF THE BOARD OF DIRECTORS: MINUTES**

May 18, 2022

Directors in attendance:

- Bill Heinzen, Special Counsel, Office of the Mayor
- Gary Jenkins, Commissioner, Department of Social Services
- Dawn Pinnock, Commissioner, Department of Citywide Administrative Services
- Sheena Wright, Deputy Mayor for Strategic Initiatives

Officers in attendance:

- Daniele Baierlein, Executive Director
- Mir Bashar, Treasurer; Senior Director of Budget and Financial Planning, Office of the Mayor
- Matt Everett, Secretary

Other participants:

- Meaghan Brown, Chief of Staff to the Deputy Mayor for Strategic Initiatives
- Jill Price, Director of Finance and Administration

The Executive Director, Daniele Baierlein opened the meeting at 5:16 PM and took the roll.

Ms. Baierlein asked for the approval of minutes from the February 24, 2022 Board meeting.

Ms. Wright moved to approve the minutes. Mr. Jenkins seconded. The motion was approved.

Ms. Baierlein then introduced Resolution One, to appoint Mr. Heinzen to the Board of Directors. Mr. Jenkins moved to approve the resolution. Ms. Pinnock seconded. The resolution was approved.

Mr. Heinzen expressed his gratitude and excitement to work with the Fund and noted his involvement with the Fund in past administrations.

Ms. Baierlein then introduced Resolution Two, to appoint Mr. Bashar as Treasurer. Mr. Heinzen moved to approve the resolution. Ms. Pinnock seconded. The resolution was approved.

Mr. Bashar expressed his appreciation to be serving on the Board.

Ms. Baierlein then introduced Resolution Three, approval to execute a contract with EFPR Group, CPAs, PLLC for the Fund's annual audit. Ms. Wright moved to approve the resolution. Mr. Heinzen seconded. The resolution was approved.

Ms. Baierlein then presented the Executive Report.

Ms. Baierlein noted that New York continues on a path to recovery and the Mayor's Fund is proud to be a partner in this work.

Ms. Baierlein then noted a partnership with NYC Health and Hospitals and the Mayor's Office of Immigrant Affairs, and the Mayor's Fund to administer and oversee community outreach on vaccines as

part of the NYC Care program to reach thousands of immigrant New Yorkers, particularly those who are undocumented and/or hesitant about receiving any of the approved COVID-19 vaccines, to educate them on vaccine safety, efficacy, and accessibility.

She further noted that 14 Community Based Organizations were identified for the vaccine outreach work based on their geographical reach, language access, and ability to connect with hard-to-reach communities.

Ms. Baierlein then noted an additional partnership between the Mayor's Fund and the Mayor's Office of Youth Employment to support the City University of New York in launching a Welcome Back campaign to re-engage students in the Accelerated Studies in Associate Programs (ASAP). Running through the Spring 2022 semester, the Welcome Back campaign focused on re-engaging students majoring in STEM fields whose enrollments lapsed in 2020, as well as prospective students who were admitted into CUNY community college programs but never enrolled. The funding also supported undertaking a comprehensive direct mail campaign to deepen reenrollment efforts.

Ms. Baierlein then noted microgrants provided by the Mayor's Fund through Building Healthy Communities partnership. These community-led food projects in neighborhoods that have faced especially severe impacts of COVID-19 included distributing food to households in need, increasing healthy food access and food justice through education and advocacy, supporting access to locally grown produce through local community gardens, and hosting cooking workshops or demonstrations.

Ms. Baierlein then noted a partnership to launch in FY2023 between the Mayor's Fund, the Mayor's Office to End Domestic and Gender-Based Violence (ENDGBV) and T-Mobile to distribute cellular phones for free to clients attending the Family Justice Centers over the next three years. This program picks up on the heels of another smaller-in-scale T-Mobile partnership, where free phones and subsidized cellular plans were provided to ENDGBV clients last year.

Ms. Baierlein then announced the New York City Soccer Initiative Inaugural Youth Soccer tournament will take place in June. It brings together youth from all 5 boroughs to compete in a 5v5 tournament to celebrate soccer in the community. The event will run over 2 consecutive weekends including free coaching and skills clinics. This program is funded by the Mayor's Fund, New York City Football Club, adidas, U.S. Soccer Foundation, and Etihad Airways.

Lastly, Ms. Baierlein then gave an update on the Fund's efforts to support families affected by the January 9<sup>th</sup> fire in the Bronx, including \$4.4-million raised through the Bronx Fire Relief Fund. She noted a partnership with Bank of America and the Met Council to distribute \$2,250 in cash cards to every household impacted by the fire. She further noted a partnership with music artist Cardi B to cover funeral expenses for all victims, and a partnership NYS Latino Restaurant, Bar & Lounge Association to provide culturally sensitive meals delivered to those staying at hotels. Finally, she noted a partnership with BronxWorks to distribute the remaining \$3-million in cash assistance and provide services and longer-term case management support over a 12-month period to those affected.

Ms. Baierlein closed the Executive Director's report by thanking the Board members for their dedication and noted that today marked her five-year anniversary working at the Mayor's Fund.

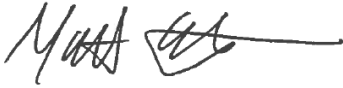
Ms. Wright and Mr. Jenkins both expressed their thanks for the work of the Fund.

Ms. Baierlein then asked for new business. Hearing none, she noted that the next meeting of the Fund would take place on June 9, 2022.

Ms. Baierlein then asked for motion to adjourn

Mr. Jenkins offered a motion to adjourn. Ms. Pinnock seconded. The meeting was adjourned at 5:33 PM.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Matt Everett", with a long horizontal line extending to the right.

Matt Everett  
Board Secretary