

MAYOR'S FUND TO ADVANCE NEW YORK CITY

MEETING OF THE BOARD OF DIRECTORS: MINUTES

October 16, 2019

Directors in attendance:

- Darren Bloch
- Lisette Camilo
- Matthew Klein
- Chirlane McCray
- Lincoln Restler
- J. Phillip Thompson

Officers in attendance:

- Matt Everett, Secretary
- Maya Jakubowicz, Treasurer
- Toya Williford, Executive Director

Other participants

- Daniele Baierlein, Director of Development
- Leah Prestamo, Director of Programs and Policy

The Board Chair, First Lady Chirlane McCray, opened the meeting at 10:37 AM by noting the Fund's 25th Anniversary event on June 25th. She further noted the recent successes of the Fund, including the soccer pitch ribbon-cutting in Flushing to mark the third year of the NYC Soccer Initiative, the launch of Career Ready NYC, and the ongoing success of Empowered NYC. The First Lady also noted the relief fund that was launched in September 2019 that allowed City employees and New Yorkers to support people affected by Hurricane Dorian.

The First Lady then turned the agenda over to the Executive Director, Toya Williford.

Ms. Williford asked for a motion to approve the meetings from the June 3rd meeting. Mr. Bloch moved to approve the minutes. Mr. Klein seconded. The motion was approved.

Ms. Williford invited Ms. Prestamo to provide an update on Empowered NYC. Ms. Prestamo shared some of the posters that had been designed by Sherry Matthews, following focus group input.

Mr. Bloch asked about New York City's role in leading other cities on this effort. Ms. Prestamo responded that New York City is taking a leadership role within Citi Community Development's larger Empowered Cities initiative, with an initial \$1,000,000 investment in NYC, \$1,000,000 nationally, and an additional \$500,000 to come in NYC.

Mr. Klein asked about the process for clients engaging in the program. Ms. Prestamo responded that there are 7 sites across the City, and that there is a wide spectrum of experiences for clients.

Ms. Williford then invited Ms. Baierlein to provide an update on the Fund's 25th Anniversary celebration. Ms. Baierlein reported that the event was a success that met its financial goals, with over 420 attendees and a program that highlighted decades of achievements.

Ms. Williford then shared the Executive Director's Report. She noted that the Vision Expansion program was a new priority of the Fund.

Ms. Williford also noted that the Fund was continuing to cultivate new board members, with the goal of having one-on-one meetings with each member annually.

Ms. Williford shared that the Fund was developing a new Economic Democracy program in partnership with the office of the Deputy Mayor for Strategic Policy Initiatives.

Ms. Williford also noted that the Fund was participating in initiatives to promote a positive workplace culture, including awareness trainings around disabilities and anti-bias work.

Ms. Williford noted previous resolutions that had been approved by the board with unanimous support:

- 1) The annual audit
- 2) A contract with Helen Keller International for the Vision Expansion program

Ms. Williford shared that the audit showed the Fund raising approximately \$29-million in the previous fiscal year, including approximately \$9,500,000 in in-kind funding from S'well.

Ms. Williford then elaborated on several partnerships of the Fund. She noted that the Arts and Medicine initiative that was announced in February will be hosting a tour in October. She shared that Adidas has just launched a new basketball league for middle school girls which they will be outfitting and inviting WNBA talent to appear alongside.

Ms. Camilo asked what the commitment from Adidas was. Ms. Williford responded that it was \$374,000 in direct and in-kind support, which would allow for 50 middle school teams as part of the PSAL. She said that it is for one year only, but that the partners are looking at ways to make it sustainable. She noted that Adidas had also funded a running club in the previous year.

Ms. Williford then asked for new business.

Deputy Mayor Thompson shared some further background on the Economic Democracy initiative. He noted that the program is targeting 40,000 NYC firms, with approximately 400,000 manufacturing jobs. He stated that many of these firms have no succession plan and the goal is to train workers to buy the firms as they transition to a more automated economy, as the incentives will be different under those circumstances.

Ms. Williford then asked if there was any new business, and hearing none, she requested a motion to adjourn. Ms. Camilo offered the motion. Mr. Bloch seconded. The meeting was adjourned at 11:02 AM.

Respectfully submitted,



Matt Everett
Board Secretary