MINUTES

Special Meeting

Economic Development Committee

Tuesday, July 13, 2011, 6:30 pm

at Broadway Housing, 583 Riverside Drive


Excused: Hon. April Tyler

Public Member: Absent: Maritta Dunn

The meeting was called to order at 6:51 pm by the Chair with a quorum. This special committee meeting was called to hear an update from Wo-Actâ€™s Deputy Director, Cecil Corbin-Mark, on the development of the Marine Transfer Station.

Concerning discussion on marketing of Harlem Piers: In anticipation of cancelling this meeting (Mr. Corbin-Mark had not yet arrived) and EDCâ€™s Alejandro Baquero was not available due to scheduling conflict wherein at CB 12 he was designated translator. Old Business Items was omitted, the Committee continued with feedback provided by new Board Chair, Georgiette Morgan-Thomas, on the June 30 meeting coordinated by Economic Development Corporation with businesses on 12th Avenue Business Association and Community Board 9. Ms. Morgan-Thomas reported that a number of ideas came up on marketing the area: some activities include, Fairway and Dinosaur are co-sponsoring Family Fun Day on August 20. Voting to have a active presence at the event, CB9 will have a table with information and program support. Branding of the area as a West Harlem Piers’ 12th Avenue. In October, discussion of some pop up restaurants there as well. Will offer opportunity for some of the vendors to move inside, particularly with some displaced from other key areas (farmers markets, Morningside Park, Harlem Piers).

Concerning CB9 upcoming budget consultations (specifically recommendations for Small Business Services and EDC): Reiterated request to EDC for CB9 to assist marketing, branding and strategies for bringing people to West Harlem and highlighting our restaurants and businesses.
From discussion, recommended for Community Board to get an updated list of community agencies and current services was recommended.

Concerning update on upcoming Small Business Information Session (co-sponsored by CB 9, West Harlem Group Assistance and Heritage Health and Housing, Inc.): survey of uptown area businesses utilizing existing list developed by Heritage, intern from West Harlem Group Assistance and resulting counseling session (specifically to emphasize incentives) in August with experts from SBS, SeedCo, etc. for area small business.

An opportunity spotlighted by Ms. McClain was today’s announcement by Councilmember Inez Dickens for阐明 sidewalk cafes on West 125th Street, leaving the lions share for development of sidewalk cafes on 7th Avenue, 8th Avenue and 12th Avenue. Additionally, this makes plaza development concept for 125th St. and Hanson place more attractive and requires follow-up with 125th Street BID.

Marine Transfer Station presentation highlights from Mr. Corbin-Mark: loss of staff member at We-Act delayed reporting of compilation of survey results; requested additions to Steering Committee for September’s community advisory committee; needs re-write of draft survey report due to We-Act’s standard were not met and some of observations from visioning proves not been captured; later in year, anticipates hire of someone to specifically handle this matter.

EcoDev Committee members expressed deep concerns that former requests for updates and the We-Act’s interactions with EDC and the City had not been provided to CB 9; no additional information has been provided. As co-leaders of this visioning process, We-Act has not incorporated shared input from CB 9.

While taking responsibility losing momentum on MTS, Mr. Corbin-Mark believed that it is still too early to identify resources, but believes that they can re-group. Move forward with visioning process. Prior survey included small break-out groups (ecology, waterfront, trade shows, sessions working with elevations, maps, etc.). For visioning and execution of that visioning, most of the resources derived from State and federal funding. While there is no funding now, We-Act will not write-off possibility of other access to resources. Complete, raw record - in writing electronic form and of the filmed charrette (master version requested) will be made available to EcoDev Committee, by August 15.

Being properly moved and seconded, the meeting was adjourned at 8:40 pm.