Committee Board 12- Manhattan
Business Development- Meeting Minutes
October 2, 2019

Committee Members Present   Committee Members Absent
Eleazar Bueno, Chair   Matthew Levy
Mathew Levy
Sara Fisher
Debbie Nabavian
Bruce Robertson
Waldys Suero
Tanya Bonner
Rud Morales

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Guest Speaker: Jackie Tesman, Community League of the Heights Project Manager Avenue NYC

Meeting is called to order at 7:02 pm

Brief discussion of Capital and Expense ratings for 2021. Reviewed all entries for all last year's rankings to come up with a better sense of what was accomplished from last year's asks and what we should expect to request this year. BD had no requested capital expenses and we should revisit our requests this year and use Rezoning asks to regrade

Jacquie stated her presentation by mentioning the CDNA numbers and this being the First year of them being in place and the second year of programming. This year, Jackie mentions, the program is focused in the Marketing of the existing businesses to combat the 20% commercial space vacancy in the corridors of Broadway and St. Nicholas Ave between 155- and 178th Street. Jacquie mentioned that 330 mil is spent out of community elsewhere.

Cloth has created a new and modern website for the grant, a new YouTube channel, revamped their social media outreach in Instagram and twitter, to use it to help better market these struggling businesses. Connecting businesses with this high loss dollar amount scaping us and try to bring back in with the use of window placards showing daily special and individual product offers, individualized social media videos, and the offers above mentioned are the focus of the grant program. Promotion was based on legacy businesses and there will be 19 kiosks that began in Oct 15, 2019.
Francisco Lopez asked if she'd gone by herself to get the business owners to join the effort and she answered that the Owners and their businesses have joined for the most part.

The entire presentation will be attached to the minutes.

Meeting adjourned at 8:45 p.m.