

Community Board 12, Manhattan
Committee for Business Development
April, 6th. 2021

Committee Member: Francisco Lopez [Chair], Nobles Crawford, Mariela Graham, Ashley Fernandez (Called in).

Guests: Miguel Plaza, Frank Monroy, and Cristian Naseli from “We Love Pop Ups”.

Staff: Paola Michelle Garcia

The meeting was called to order at 7:18pm by chair Francisco Lopez.

Presentations

Jack’s Pumpkin Pop Ups

Miguel Plaza, East coast Liaison, Frank Monroy CEO, and Cristian Naseli CEO present their Pop series project that’s based in Chicago called “Jack’s Pumpkin Pop Ups”. They build out pumpkin picking, Halloween, and Christmas activations using private and or city land. They are out of Chicago and are considering building out and expanding into the community. The interest here is jobs, vendors and prioritizing the community. They are looking for 2 Arcs of land to build out their activations, for an entire month, available to do 7 days a week. In October and possibly December.

Miguel Plaza showed a “Jack Pumpkin Pop Ups” commercial and also a video collage from a recent activation in October of 2019, plus a PDF detailing community benefits, data, and an Overview. Frank Monroy spoke about their need for a 2-acre land whether public or private, Nobles suggest presenting this to the Park and Culture committee.

- Some concerns were raised about using possible public land for this but also charging an entrance fee.
- Frank Monroy spoke about job availability including skill labor and non-skill labor
- Using blueprints from previous events as well as incorporating elements from the Medieval Festival.

The group was invited to come back to the committee after they have confirmed a space and are ready to go through the hiring process. They exited the meeting.

Old Business

Francisco Lopez has reached out to Senator Liz Krueger's office to update us on possible infrastructure for licensing, jobs, and those incarcerated because of cannabis who are looking for work. Unfortunately, no response from her office as of yet.

Ashley Fernandez raised concerns about the effects on lawyers and the legal policies when gaining a license to grow cannabis.

New Business

None.

The Next Meeting is on May 4th 2021, 7pm

Meeting was adjourned at 7:59pm