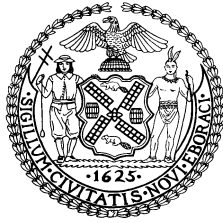


Alida Camp
Chair

Will Brightbill
District Manager



505 Park Avenue
Suite 620
New York, N.Y. 10022
(212) 758-4340
(212) 758-4616 (Fax)
www.cb8m.com Website
info@cb8m.com - E-Mail

The City of New York
Community Board 8 Manhattan
Small Business Committee
Monday, November 19, 2018 - 6:30PM
Marymount Manhattan College, Regina Peruggi Room
221 East 71st Street

MINUTES

Attendees: Gayle Baron, Cece King, Dori Newman, Tricia Shimamura, Michael Mellamphy, Sarah Chu

1. Pop-Up Stores and Small Businesses

- Cece King presented on ideas to use pop up spaces to both provide exposure for artists in the community and generate publicity for spaces that are vacant. Two ideas included art exhibitions from prisoners at Rikers and a gallery for student art.
- She has been calling landlords and real estate firms about vacancies.
 - It has been difficult to get information.
 - Insurance may be a challenge to donating space.
- Other considerations discussed at the committee include:
 - If funds are raised from the pop up gallery, where would they go and are there conflict of interest rules that we may need to examine?
 - Congresswoman Maloney sponsors an annual student art contest and this could be a potential opportunity for collaboration. Tricia Shimamura will connect Cece with the Congresswoman's office.
 - School of Visual Art on Madison Avenue and Madison Ave BID may be able to help.
 - Perhaps currently open small businesses may be interested in participating in a pop up:
 - Hospitality industry may be an option as people tend to go out to eat during the holiday season and the New Year.
 - Art students tend to assemble their portfolios in the spring, that time of year may be particularly opportune for them to put their best feet forward.
 - Bookstores might be an interesting location given the setting and space available.

2. Committee Initiatives—Planning and Delegation

- Small Business Support Fair
 - Mick Mellamphy will connect with Alexandra Barker who originated the idea.
- Vacancy Tax Panel
 - Currently, advocates and policymakers have not proposed a policy and it would be difficult to hold a conversation/discussion without more details.
 - This is an issue that has both city-level and state-level implications and require multiple levels of approval to adopt.
 - Among policymakers to consider:
 1. Mayor's office initially proposed the idea.
 2. MBP Brewer previously put out a small business report with recommendations
 - A lot more small businesses are operating without a lease than we may expect. A vacancy tax would not help those businesses.

- Gayle Baron offered to research this issue.
- UES Retailer Forum
 - Evenings and weekends are difficult times for retailers as those are their business hours.
 - Gayle recommended a breakfast event, perhaps connecting with the Manhattan Chamber of Commerce (MCC) to plan a district-level event that can be replicated elsewhere.
 - Mick will reach out to the MCC.

3. Vacancy Storefront Project Update

- Andrea Partenio is CB8M's Urban Fellow sponsored by MBP Brewer's Office. She will be working on developing a website to visualize Community District 8 storefront vacancies with the assistance of LIVE.XYZ.
- The project will also include quantitative and qualitative data on vacancies and the identification of trends that may help empower small business owners or community members who want to encourage small business success.
 - LIVE.XYZ offered data for the quantitative assessment.
 - Andrea will be developing a questionnaire to administer to small business owners regarding why their businesses closed and/or what challenges they face in keeping their doors open.
- Given the tools that may accompany the LIVE.XYZ maps and data, the scope of the High School contest will be developed as we get a better sense of how to fold it into the vacancy project.
- Cece and Dori Newman suggested that any high school contest include cross-curricular opportunities so students can write, develop technology, produce artwork, or design science experiments to address the question that the contest will pose. Cece and Dori offered to lead the marketing of the high school contest to schools.

4. Committee Meeting Times and Stakeholder Representation

- The committee discussed the difficulties of meeting at times when both retailers and community members were both available.
- During the discussion, Tricia suggested that the CB could encourage the formation of an UES Business Alliance. The committee could help gather interested business owners as a first step.
- At the next CB8 Full Board meeting, a representative from the committee can call for each CB8 Board member to gather 3-5 contacts from interested small business owners who may want to form such a group.
- Tricia volunteered to collect the contacts on behalf of the committee.

5. Old Business

6. New Business

- Community members attending the meeting shared their reasons for attending. Arti, a student from Pratt Institute, is doing research on small businesses in East Harlem and noted how aging infrastructure is a barrier to entrepreneurs who want to open businesses there.
- Paul Higgins participated as a liaison from the East Sixties Neighborhood Association.
- The Small Business Jobs Survival Act was raised and the committee discussed asking for a representative from the advocacy group or the office of councilmembers supporting the bill to participate in a future meeting.

Mick Mellamphy and Sarah Chu, Co-Chairs