

Russell Squire
Chair

Will Brightbill
District Manager



505 Park Avenue, Suite 620
New York, N.Y. 10022-1106
(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, October 4, 2021 – 6:30 PM
This meeting was conducted via Zoom**

MINUTES:

CB8 Members Present: Gayle Baron, Michele Birnbaum, Loraine Brown, Alida Camp, Maureen Donohue*, Valerie Mason, John Philips, Barry Schneider, Rami Sigal, Cos Spagnoletti, and Russell Squire

*Public Member

Item 1 : Report from 19th Precinct on safety and security for small businesses, and their customers

Detective Michael Lombardi, of the 19th Precinct spoke about safety and security issues.

NYPD advice for stores and businesses includes:

- Reaching out to Office Anthony Nuccio, Crime Prevention Officer, who will do security survey for businesses, residences, and religious establishments. Officer Nuccio's 212-452-0630
- Using cameras but placement of cameras is critical. Cameras must capture faces of those entering and leaving the establishment.
- Upgrading cameras which are an investment to protect employees and assets.
- Ensuring, especially at night, and if closing alone, that the business is well-lit. Keep items away from the front window which allows passersby to see into the store.
- Keeping expensive merchandise away from the entrances.
- Making sure more than one employee is on the floor at once or have camera on if only one employee is on the floor.
- Placing security film over front window glass.
- Call 911 quickly if there is a theft. Waiting makes it more difficult to apprehend the perpetrator.
- Getting good description, direction of flight of perpetrator, follow at safe distance if comfortable doing that, calling 911 are essential to aid the NYPD in apprehending the perpetrator.
- If an incident is witnessed, safety is paramount.

The NYPD is working with NCO's and have added increased foot patrols to Madison Avenue and 86 Street, concentrating on the commercial area where there have been thefts in the chain stores. They are trying to walk around to increase a street presence in the community. Police cars are stationed strategically at high-theft locations.

Detective Lombardi confirmed that the NYPD is not enforcing requirements for structures in the outdoor restaurant program.

Check Twitter for updates and highlights of positive acts.

Detective Lombardi may be reached at 212-452-0613 or michael.lombardi@nypd.org.

Item 2: Presentation by Michelle Robin, a Brand Partnerships Manager at TikTok.

Presentation by Michelle Robin (the presentation is available through YouTube), Brands Manager at TikTok take us through the social media landscape and highlight the importance and value of social media advertising to small business. Michelle's presentation highlighted the following with respect to paid media advertising on various social media platform:

- Who is using some of the major social media platforms
- How to upload content
- How to choose your target audience
- Select your objective
- Costs of advertising on the platforms
- Resources (on-line courses and documents) to help you get started on putting your business on social media

Michelle then answered several questions from the public and Board members.

Alida Camp and Valerie Mason, Co-Chairs