



**NYC Regional Economic Development Council Meeting**

**MEETING AGENDA**

**May 7, 2015  
2:30 p.m.**

**New York Genome Center  
Manhattan**

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| <b>2:30 – 2:45 p.m.</b> | <b>Welcome, Introduction and Recap<br/>Lieutenant Governor Kathy C. Hochul<br/>Kathy Wylde, President and CEO, Partnership for NYC<br/>Stuart Appelbaum, President, RWDSU</b> |
| <b>2:50 – 3:10 p.m.</b> | <b>2015 REDC Agenda<br/>Ryan Silva, Deputy Director, Regional Councils</b>  |
| <b>3:10 – 3:30 p.m.</b> | <b>2015 REDC Priorities and Deliverables<br/>Ryan Silva, Deputy Director, Regional Councils<br/>Matt Watson, Director, NYSTAR</b>   |
| <b>3:30 – 3:45 p.m.</b> | <b>2015 Priority Project Update – Urban Development Center<br/>Plinio Ayala, President and CEO, Per Scholas</b>   |
| <b>3:45 – 4:00 p.m.</b> | <b>2013 Priority Project Update – New Lab<br/>Rebecca Birmingham, Creative Director &amp; Counsel, Macro<br/>Sea<br/>Samara Daly, Project Advisor, Macro Sea</b>              |
| <b>4:00 – 4:05 p.m.</b> | <b>Next Steps<br/>Kathy Wylde, President and CEO, Partnership for NYC<br/>Stuart Appelbaum, President, RWDSU</b>  |
| <b>4:05 – 4:10 p.m.</b> | <b>Wrap-up/Adjourn<br/>Lieutenant Governor Kathy C. Hochul</b>  |

**New York City Regional Economic Development Council Meeting  
Thursday, May 7, 2015  
New York Genome Center  
Manhattan**

**Summary of Public Meeting**

**Attendees:**

Regional Council Members and Representatives:

Stuart Appelbaum, President, Retail, Wholesale and Department Store Union  
Zayne Abdessalam, accompanying Stuart Appelbaum  
Wellington Chen, Chinatown Partnership Local Development Corporation  
Cesar Claro, SIEDC, with Varun Sanyal and Steve Grillo  
Nick Lugo, Hispanic Chamber of Commerce  
Douglas C. Steiner, Steiner Studios  
Kathryn Wylde, President and CEO, Partnership for NYC

Elected Officials and Representatives (City)

Melva Miller, representing Hon. Melinda Katz, Queens Borough President  
Diana Reyna, representing Hon. Eric Adams, Brooklyn Borough President with Anthony Drumman  
Raymond Sanchez, representing Hon. Ruben Diaz Jr., Bronx Borough President  
Peter Wertheim, representing Hon. Mayor Alicia Glenn, New York City Deputy Mayor

Elected Officials & Representatives (State)

Jerry Kassar, representing Hon. Martin Golden, NYS Senate District 22  
George Damalas, representing Hon. Jose M. Serrano, NYS Senate District  
Greg Meyer, representing Hon. Jose M. Serrano, NYS Senate District

Executive Chamber

Kathy Hochul, Lieutenant Governor  
Julissa Gutierrez, Governor's Office  
Mayra Linares, Governor's Office  
Angel Santana, Governor's Office  
Jason Elan, Lieutenant Governor Press

Empire State Development

Samantha Baldock, ESD  
John Bruno, ESD  
Lindsey Boylan, ESD  
Adem Bunkeddeko, ESD  
Andrew Fletcher, ESD  
Bianca Malhotra, ESD

Ingrid Nathan, ESD  
Angela Pitto, ESD  
Lauren Racusin, ESD  
Jennifer Rivera, ESD  
Ryan Silva, ESD

Joseph Tazewell, ESD  
Matt Watson, ESD

#### CUNY

Dr. Suri Duitch, University Associate Dean for Continuing Education  
Rene Ontal, CUNY

#### State Resource

Dwight Brown, EFC  
Luis Calderon, NYS DOT  
Sharon Griffith, NYSERDA  
Charles O'Shea, NYS DOT  
Stephen Ridler, DOS  
Rodney Rivera, NYSDEC  
Ehle Shachter, AGSMKT

#### Public

Sunil Aggarwal, ThinkForward  
Plinio Ayala, Per Scholas (Presenter)  
Rebecca Birmingham, Macro Sea (Presenter)  
Samara Daly, Macro Sea (Presenter)  
Alinda Franks, ITAC  
Dan Hendrick, NRG  
David Hochman, BIA/NYS  
Angie Kamath, Per Scholas  
Kathleen Kearns, NY Genome Center  
Aron Kurlich, GJOC  
Sam Miller, NY Grant Company  
Rebekah Morris, Pratt Center  
Matt Rubin, GMAC

## **I. Welcome, Introduction and Recap**

Kathryn Wylde thanked the New York Genome Center for their hospitality. She invited Kathleen Kearns, Vice President of Development & Communications for the Center, to provide greetings.

Kearns welcomed and expressed her thanks to the Council for without its support and the support of the Governor and the City Economic Development Corporation, the Center would not exist. The Center's future is exciting as it focuses on actionable genomics: not only research on gene sequencing but translating the data into better patient treatment options.

Wylde re-introduced New York Lt. Governor Kathy Hochul to provide opening remarks.

Hochul remarked she was thankful for Wylde's friendship and guidance going back to her years as a congressmember from Buffalo. She brought greetings from the governor and his appreciation to the Council for their diligent work in job creation. She attended the Empire Outlets ribbon cutting in Staten Island, a \$285 million project which will be transformative for the borough. The governor is adamant that: we overtake Texas as number one in job creation; that we not rest on our laurels and make sure everyone benefits from the post-recession recovery; we continue the successful collaborative model of the regional councils. She wished the Council the best of luck on the next round of the funding process.

Wylde thanked Hochul and provided a recap of the last meeting. The Council met the new head of Empire State Development, Howard Zemsky; heard a presentation from Leslie Whatley on Start Up New York; listened to an update from CUNY's Cass Conrad and Laura Miller on the "Closing the Gap: Classrooms to Careers" project, which was the centerpiece of the Council's 2013 Opportunity Agenda.

She turned the floor over to Council executive committee member Stuart Applebaum. Applebaum noted that the governor's REDC initiative has changed from the ground up the way economic development is done in New York state. He went over the upcoming items on today's agenda. He introduced Ryan Silva who would provide an overview of Round Five.

## **II. 2015 REDC Agenda**

Silva said that as part of his overview he would outline some of the deliverables from the 10 regional councils, provide an update on the timeline, and then an overview of the Consolidated Funding Application (CFA) moving forward. First, he reviewed the results since Governor Cuomo



created the REDC and its bottom up approach to economic development: Since 2011, \$2.9 billion has been awarded to support over 3,100 projects, resulting in up to 150,000 jobs created and/or retained in New York State; over 800 private businesses have received funding for start-up or expansion of \$2.9 million, which in turn has leveraged an additional private investment at 6.5 to 1, which far exceeds the anticipated goal of 5 to 1 in private dollars leveraged to public dollars invested; \$236.1 million towards 231 projects in New York State have been dispersed amongst the five boroughs here in New York City; from last year, \$709 million was awarded to 852 projects and each of the 10 regional councils developed and created their global New York plans; a veterans work group to help provide better workforce access to returning veterans was formed by each regional council.

The 10 REDCs will compete for shares of up to \$150 million in capital funds and \$70 million in Excelsior tax credits. Additionally, the \$530 million in traditional CFA funding will be available to support economic development, job creation, and strategic plan implementation. Regarding the timeline, Silva said that on May 1<sup>st</sup>, the CFA began so applicants could begin filling out their applications. The application cycle will close on July 31<sup>st</sup> at 4:00 p.m., a 92-day application period. Last year's equivalent was 47 days. The governor wanted to give applicants more time this year given the amount of resources for applicants. The regional councils will then review each of those projects and on September 21<sup>st</sup>, submit their updated progress reports and their priority project lists.

Silva also outlined the criteria for 2015. Each REDC will be required to: develop a regional industry cluster plan; update their global New York plan and identify projects, update their ongoing regional initiatives; build and expand the project pipeline; provide strategic plan implementation; outline work force development and update performance measures. In Round 5, the Councils will be asked to have an enhanced focus on a key industry cluster.

### **III. 2015 REDC Priorities and Deliverables**

Silva began with an overview of the Regional Economic Cluster Development program, which involves the Councils identifying priority clusters or a group of businesses that focus on a specific growth industry and related institutions such as research organizations, universities, standard setting organizations and linked industries and all other entities such as suppliers and specialized inputs, machineries, services, and specialized infrastructure.

### **IV. 2015 Priority Project Update – Urban Development Center**

Appelbaum introduced Plinio Ayala, President and CEO of Per Scholas, a twenty-year old non profit that seeks to alleviate poverty by providing tech job training that leads to a good paying career. Per Scholas also focuses on the employer's needs in their job training, a strategy called sector based training. The organization's clients are 30% women. It aims for gender parity by 2016. A majority of them are of color. Although average age is 32, many of the students are young people between the ages of 18 and 25. They serve veterans. A majority of clients are receiving public assistance. Eighty five percent graduate; 90% receive at least one industry certification, and 80% get placement. In the project from last year's cycle, they partnered with Doran Jones to develop an eight-week initiative that leads people to receive a certification in

software testing. Doran Jones will also relocate their entire operation to the South Bronx, hire 150 Per Scholas trainees and share revenue with the organization.

#### **V. 2013 Priority Project Update – New Lab**

Applebaum introduced Rebecca Birmingham and Samara Daly, Creative Director and Project Advisory, respectively, of Macro Sea, to update the Council on one of its priority projects, New Lab at the Brooklyn Navy Yard. Birmingham said that New Lab, a new manufacturing center at the Navy yard, is a public/private partnership with the support of the Governor's office, the City Council, the Brooklyn Borough President's office, and Goldman Sachs Urban investment group, the New York City investment fund, private equity, and EB5 financing. New Lab will revive manufacturing in NY by adapting and creatively sharing in the process, both on the hardware and software side, towards retaining manufacturing and growing design use in New York City, and growing and keeping jobs in New York City. New Lab is transforming a 50,000 square foot wing into 84,000 square feet of usable feet for offices, co-working, a fabrication lab, a hardware shop, and an event space to all interact around new manufacturing. The new manufacturing will include medical, additive technology, to robotics, to consumer products, to using biosciences to create new building materials. It will create over 300 new jobs.

#### **VI. Next Steps**

Wylde informed the Council that they will be reconvening the work force and global New York working groups and a new cluster working group in the next couple weeks. To be distributed shortly are the Council priorities for this new funding round, the new CFA funding round and the priority projects round.

Joe Tazewell said that scheduled CFA workshops will be at Hostos Community College next Wednesday beginning at 10:00 a.m and another one here, at New York Genome Center on June 24<sup>th</sup> in the afternoon.

#### **VII. Wrap-up/Adjourn**

Hochul thanked the Council and said they should be proud for being good stewards of the taxpayer dollars, for identifying visions others would not have seen and creating opportunities for communities that are badly in need of them.

Appelbaum thanked Joe Tazewell for his fine job in organizing the activities and adjourned the meeting.