

New York City Regional Economic Development Council Meeting
Tuesday, June 24, 2014
John Jay College of Criminal Justice/CUNY, Manhattan

Forum Summary

Attendees

Regional Council Members and Representatives:

Stuart Appelbaum, President, Retail, Wholesale and Department Store Union with rep Zayne Abdessalam
Wellington Chen, Executive Director, Chinatown Partnership Local Dev. Corp.
Marlene Cintron, President, Bronx Overall Economic Development Corporation
Cesar J. Claro, President & CEO, Staten Island Economic Development Corporation with rep John Rodriguez
Carol Conslato, President, Queens Chamber of Commerce
Dean Alfred Ntoko, representing Marcia Keizs, York College/CUNY
Kenneth J. Knuckles, President & CEO, Upper Manhattan Empowerment Zone (UMEZ)
Douglas C. Steiner, Chairman, Steiner Studios
Steve Spinola, President, REBNY with rep Mike Slattery
Sheena Wright, President and CEO of United Way NYC
Nick Lugo, Hispanic Chamber of Commerce
Kathryn Wyld, President & CEO, Partnership for NYC

Elected Officials and Representatives (City)

Hon. James Oddo, Staten Island Borough President with rep Jason Razefsky
James Rausse, representing Hon. Ruben Diaz Jr., Bronx Borough President
Kai D. Feder, representing Hon. Eric Adams, Brooklyn Borough President
Joseph Garba, representing Hon. Gale A. Brewer, Manhattan Borough President
Peter Wertheim, representing Hon. Mayor Alicia Glenn, New York City Deputy Mayor

Elected Officials and Representatives (State)

Btzalel Hirschhorn, representing Hon. Felix Ortiz, New York State Assembly

ESDC

Brendan C. Hughes, ESDC
Joseph Tazewell, ESDC
Andrew Fletcher, ESDC
Adem Bunkeddeko, ESDC

Ingrid Nathan, ESDC
Elizabeth Demetriou, ESDC
Renee Kim, REDC Intern
Drew Podgorski, REDC Intern
Jasmine Baker, ESDC
John Gilstrap, ESDC
Deepa Raghunathan, ESDC
Marion Phillips III, ESDC
Nicole Jordan, ESDC
Ayanna Hall, ESDC

Executive Chamber Representatives

Chris Gorman, Governor's Office
Ana Liss, Governor's Office

Ryan Silva, Governor's Office

State Resource

Sandra Dixon, PANYNJ
Sharon Griffith, NYSERDA
Fred Landa, NYS DOH
Edgardo Marrero, NYS DOH
Thomas Matthews, NYS EFC
John Moye, NYS DOL

CUNY

Jay Hershenson, Senior Vice Chancellor
Dr. Suri Duitch, University Associate Dean for Continuing Education
Shanequa Terry
Hourig Messerlian
Rene Ontal
Anthony Vargas

Priority Project Presenters

Btzalel Hirshorn, representing Hon. Felix Ortiz, New York State Assembly
Richard Marin, New York Wheel
Shani Leibowitz, Brooklyn Navy Yard
Carlo Scissora, Brooklyn Chamber of Commerce
Dennis Mehiel, Greek Orthodox Archdiocese of America

Patricia Beene, Intrepid Museum Foundation
Mariel Villere, NYC DPR
Peggy Shepard, We Act For Environmental Justice
John Blaho, CUNY
Steven Williams, Danforth Development
Elizabeth Luskin, LIC Partnership
Plinio Ayala, Perscholas
Keith Klain, Perscholas
Kathrine Gregory, The Entrepreneur Space
Chris Gorman, Governor's Office – Storm Recovery
Alda Chan, NYC Parks
Charles Prizzi, CSHL DNA Learning Center
Jay Achley, Community Environmental Center
Tom McKnight, NYC EDC
Eric Gertler, NYC EDC
Matthew Bassett, BFC Partners/St George Outlet Development
Gail Schnur, Steuben Foods
Christina Taylor, Friends of Van Cortlandt Park
Christopher Rizzo, North Riverdale Business/ Riverdale Neighborhood House
Bob Bland, Manufacture New York
Andrea Devening, SBIDC
Ryan Chavez, UPROSE

Public

Zeev Dagan, CUNY
Karen Bulthuis, Perscholas
Ann Kayman, NY Grants Company
Heidi Sprigov, NY Granst Company
R VR Small, LIU
Vicky Reklitis, LIU
Anne Grengard, Cold Spring Harbor – DNALC
Jill Stone, CSHL
AJ Basila, Staten Island BP's Office
Rui Dutal, CUNY
Anthony Piscitelli, Wilson Elser
Jobe Harring
Rob Sanchez, Manufacture New York
Dwight Brown, NYS Environmental Facilities Corporation

Gabrielle Schiffmiller, Steuben Foods
Patrick Duffy, Manufacture New York
Brook Jackson, Partnership for New York
Judith Peter, NYSDOT
Andrea Devening, SBIDC
La-Sharma Mcleoud, AWCWA
Richard Drucker, Brooklyn Navy Yard
Irene Tsitko, Intrepid Museum Foundation
Herlema Owens, AWCWA

I. Public Comment

Btzalel Hirshorn, NYS Assemblymember Felix Ortiz's office. Southwest Brooklyn is one of New York City's last working waterfronts. Its surrounding community is diverse and underserved. His constituents are tired of government inaction with regard to post-Sandy impact. He endorses the Brooklyn Borough President's grant application to the Environmental Protection Fund Local Waterfront Revitalization Program. The grant would fund a much-needed strategic planning document which will serve as a guide for the advancement of inclusive and conscious industrial activity in Southwest Brooklyn and position the area to replicate the success of Industry City.

Richard Marin, New York Wheel. New York City and Company, the unit that markets NYC tourism to the world, recently added the Wheel as a priority project. The Wheel joins the Whitney and the 9/11 Museum in this select group.. Eighty percent of visitors to the Statue of Liberty surveyed would like to come to the Wheel. It is being developed on the North Shore of Staten Island. Sixty-nine percent are coming for the Wheel while 19 % of are coming for the nightly light show. There will be \$7.5 million of LED lighting that will attract nighttime visitors and allow people to come for the entire day, benefitting surrounding business. They are short on funding for community benefits such as a playground. In response to a question re job generation, Marin said the project would create over 5,000 jobs, with 600-700 permanent jobs.

James Oddo, Staten Island Borough President. The Wheel will be the rising tide that lifts all boats. From his office window he can see four major projects in development, worth nearly a billion dollars. But the Wheel is the catalyst for the transformation not only of the North Shore but all of Staten Island. He can't say enough in support of this project. It will allow Staten Island to fulfill longstanding ambitions and shatter a lot of the misconceptions about the borough.

Shani Leibowitz, Brooklyn Navy Yard Development Corporation. The NYDC is renovating Building 77 to meet the demand from manufacturing space by Navy Yard tenants and other businesses seeking space inside the Yard for their manufacturing businesses. Building 77 is designated as a Foreign Trade Zone 1 that could benefit import and export dependent companies. It will generate an estimated 3,000 permanent

jobs, which is as many jobs as the Yard's growth in the last 10 years. The renovation will help maintain the Yard's reputation as a national model for the creation of quality urban manufacturing jobs and sustainable urban economic development.

Carlos Scissora, Brooklyn Chamber of Commerce. The Brooklyn Queens Innovation Corridor Waterfront Strategic Plan will provide an economic development blueprint for the Brooklyn Queens waterfront communities, which are experiencing a resurgence of industrial activities and the emergence of a creative economy. The Plan will spur investment and connect disadvantaged residents to existing employment opportunities and new opportunities in their own backyard.

Dennis Mehiel, St. Nicholas Greek Orthodox National Shrine. It would be a powerful expression of our nation's values of religious tolerance and collective resilience for St. Nicholas to be rebuilt at Ground Zero and for the Shrine to be realized. St. Nicholas was the only house of worship destroyed on September 11. The Shrine will be in an 11,000 square foot building. It's construction will generate around 225 jobs, and 25 permanent jobs. It will return \$7 million to City and State within five years. It is designed as a non-sectarian bereavement center and community space. Governor Cuomo said in a statement: "Rebuilding St. Nicholas Church and the National Shrine with a non-denominational bereavement center is not just good for the Greek Orthodox community, but for all New Yorkers."

Patricia Beene, Aircraft Restoration Hangar and Lighting System, The Intrepid Museum. The Hangar and Lighting System project would alleviate capacity constraints on the Museum. The lighting system will allow the Museum to expand its programming into evening hours. The Hangar will provide restrooms and amenities on the flight deck. It will also provide a year round restoration and maintenance of the Museum's aircraft collection; an area for new education programs; staging space for public and private events and restroom facilities for the flight deck visitors. The project's completion will draw an additional 50,000 visitors, 81 % of which will be coming from outside the tri-state area.

Mariel Villere, NYC Department of Parks and Recreation. Fresh Kills Park will transform Fresh Kills, one of the world's largest landfills, into a site that will offer educational programming on ecological restoration, site history and sustainability. The Park will include a hub facility to enhance the commercial streetscape and provide a much needed support facility for pedestrians and cyclists on the 3.3 miles new Springville Greenway currently in construction. Not only will it model sustainability, the Park will project a message of reuse, restoration and resilience.

Peggy Shepard, WEACTION, Harlem Green Action Zone. Their project will create Green Action Zones areas of privately owned multifamily and one to four family homes in low income and middle income West and Central Harlem neighborhoods. The Zones will serve as a platform for the implementation of energy efficiency outreach and sustainable energy initiative. These initiatives will improve air quality, reduce carbon emissions, support workforce development and save low income New Yorkers money on their utility bills. The Green Action Zone project will be a replicable model across the state for low income communities.

Jay Achley, Community Environmental Center, Harlem Green Action Zone. The Harlem neighborhoods in the Zone will be transformed from communities that have borne the brunt of New York's negative environmental impact such as sewage processing facilities and bus depot pollutants into models of urban environmental sustainability. The Green Action Zones project will leverage public-private funds for energy efficient retrofits and deploy sustainable energy technologies such as solar hot water and solar PV in targeted building. They will also be working with a CUNY Building Performance lab to do a microgrid and community solar feasibility plan with the neighborhoods. By adhering to hiring and workforce development requirements in its retrofit bulk bidding contracts, living wage jobs that benefit local populations will be ensured.

John Blaho, CUNY Industry Research. The Innovation Hotspot, or CUNY Hub, on West 125th Street will accelerate job creation and economic growth in one of the Council's poorest districts. It will offer subsidized rate space to local entrepreneurs as well as access to CUNY resources such as legal advice, equipment and financial contacts. The Hub could house between 25-30 high tech start ups with an average of 3-7 employees. The Hub itself will include local staff and interns which, coupled with member groups, will represent hundreds of new and well paying jobs. With the NYCREDEC-funded Create@Harlem Green on Amsterdam Avenue as the eastern anchor, the Hub, on Adam Clayton Powell Boulevard, will provide the western border of a new Harlem High Technology Corridor on West 125th Street.

Steve Williams, Loews Victoria Theater: The Victoria Theater Project will include historic preservation of the lobby. It will include four Harlem based cultural organizations. The Apollo Theater Foundation, the Harlem Arts Alliance, JazzMobile and the Classic Theater of Harlem. It will have retail, parking and Harlem's first full service hotel as well as 50 % affordable housing in a 190-unit building. This destination building will generate economic activity, induce people to tour Harlem, to stay there and purchase goods and services. They're collaborating with Empire State Development Corporation, the Harlem Community Development Corporation, New York State Office of Unemployment and local churches and other organizations, to focus hiring locally. They have received all relevant entitlements and approvals. In response to a question from, Williams said that affordable housing units will be 30 and 60 % of area median income. The funding request was capital.

Elizabeth Lusskin, Long Island City Comprehensive Plan. LIC is a regional economic driver with skilled, middle waged jobs, and existing pockets of poverty. It is experiencing explosive growth without a blueprint for managed development. The Plan would incorporate relevant findings and recommendations from all prior planning efforts, including transportation, technology, land use and cultural studies to create a road map to guide growth in a more inclusive way and to support the existing businesses and residents and generate continued economic growth.

Kathrine Gregory, the Entrepreneur Space. A partnership with CUNY's Queensborough Community College, the Space has mentored over 400 "foodpreneurs," people who have a passion to cook and a passion to feed the city. It partners QCC's students with companies in the food industry. They gain real world experience, including recruiting intelligent trained staff in a higher managerial capacity. The Space has also formed partnerships with farmers markets and street fairs, so that the entrepreneurs have an

opportunity of selling. They've also created distribution systems and work with the New York State Department of Agriculture and Markets to work on export systems, so that these entrepreneurs can grow their business better. The funding would take the partnership to the next level and allow them to roll out more projects.

Plinio Ayala, Per Scholas: Per Scholas has provided IT training to unemployed New Yorkers for 20 years. They've trained over 4,000 New Yorkers who collectively earn over \$150 million a year. Doran Jones, a New York technology services company, has partnered with Per Scholas to bring 150 software testing jobs to a facility in the South Bronx. Approval of their grant request would help expand this program training software testers. In response to a question regarding federal support, Ayala replied that Per Scholas have been invited to the White House to talk about workforce development approach and the software testing program. One of their graduates is on a panel at the Clinton Global Initiative that afternoon to talk about her experience in the program. They have earned significant support from foundations. Council support will be leveraged using philanthropic dollars to train software testers.

Keith Klain, Urban Development Center. Echoing his partner, Ayala, he is excited about the prospect of establishing a high tech corridor in the South Bronx. The Per Scholas-Doran Jones program is up and running and effective, and Council support would help them expand that success.

Tom McKnight, New York City Economic Development Corporation. He is commenting on four items, two before his colleague Eric Gertler and two after. Firstly, EDC is seeking to modernize the Brooklyn Army Terminal in Sunset Park, a 55 acre industrial campus and an important NYC business center. These improvements would create about 1,100 jobs and reactivate half a million square feet of industrial space.

Secondly, he is asking for Council support for new development of air cargo facilities at JFK. These enhancements of port facilities are critical to the success of a regional export strategy. Additionally, air cargo movement at JFK supports about 34,000 jobs. These improvements would allow the City to grow market share and increase cargo volumes moving through the airport.

Eric Gertler, New York City Economic Development Corporation. The Council's support for the Hydrotech Urban Farming Project would help address the need for more food, healthier food and greater food security in NYC as its population continues to grow. Hydrotech urban farming projects are innovations happening in many other cities throughout the world. Here in NYC it would have benefits for workforce development, as it allows NYC youth to interact with the community and understand fresh food. It would positively impact tourism, as more individuals are interested in fresh local food. And it is starting to attract investors eager to join in this growing industry. In response to a question re a specific potential site, Gertler said the Fulton Fish Market and other venues are under consideration.

Gertler's second item is a proposed innovative manufacturing center that will spark small business growth in this sector. The Center would tap a significant pool of local design and engineering talent. It would help reverse the trend of manufacturing jobs leaving NYC for overseas. Council capital would go towards a digital fabrication lab, showrooms, programming and advance manufacturing equipment such as 3-D printers and laser cutters and other high tech equipment.

Tom McKnight, New York City Economic Development Corporation. NYC is partnering with the State to pilot the City's first wetland mitigation bank at Sawmill Creek in Staten Island. The project would clean up, restore and protect 68 acres of wetland to generate what are known as mitigation credits which provide offsets to developers for permitted wetland impacts.

He also spoke to EDC's request re: La Marqueta, a key East Harlem center for entrepreneurship and small businesses in this diverse community. The project seeks to renovate the retail space in order to minimize the required capital investment needed by small owners and local businesses, thereby eliminating their barriers to entry in the retail market.

Matthew Bassett, BFC Partners and St. George Outlet Development LLC. The Empire Outlets Project on Staten Island's North Shore will create an estimated 1,200 union construction jobs. It will ultimately provide the economically distressed North Shore of Staten Island with approximately 1,300 permanent full time jobs. Its proximity to the Staten Island Ferry terminal positions the project to have an immediate regional economic impact.

Chris Gorman, New York Rising Community Reconstruction Project. He is speaking in support of the Manhattan Beach Bath House project. The NYC Parks Department will also comment on this initiative. It is an important project that was included in the final plan of the Brighton Beach, Coney Island, Manhattan Beach, and Seagate New York Rising Plan. He hopes it is merely the first of many collaborations with the Council and thanked the Council members for their invaluable work.

Alda Chan, New York City Parks Department. The Manhattan Beach Bathhouse needs extensive repairs and upgrades. It is underutilized, near the neighborhoods of Manhattan Beach, Brighton Beach, Coney Island and Seagate and Sheepshead Bay. These communities have high rates of obesity and diabetes. A free to low cost community facility with fitness uses would help address these public health concerns. This project can also generate approximately 140 construction jobs as well as half a dozen to a dozen staff employment jobs. It is next to Kingsborough Community College. There would be potential for collaborations between this facility and the college. Additionally, with resiliency upgrades provided by the New York Rising Committee, the facility is better equipped to withstand volatile environmental conditions and serve as a community resource for emergency situations.

Charles Prizzi, the DNA Learning Center. The Center will be located in Harlem and is a partnership with Rockefeller University, Museum of Natural History and New York Botanical Gardens and the Department of Education. It will help expand a smaller program begun in 2008, where 75 % of the students and teachers are from underrepresented minority areas. This new facility will be four times the size.

Gail Schnur, Steuben Food. Her company specializes in aseptic food processing and packaging. Aseptic food processing is widely used in Europe. It allows perishable food products a longer shelf life while retaining nutrients. Council support for an expanded research and development facility and incubator space in Jamaica.

Christina Taylor, Van Cortlandt Park Circulation Plan. Van Cortlandt Park is the third largest park in New York City with 1,146 acres. The Circulation Plan address problems that were addressed by the Parks Department master plan for the park produced in Spring 2014. Council support would allow her group to carry out planning work that New York City has specifically endorsed in the Van Cortlandt Park master plan, but doesn't currently have the funding to complete.

Christopher Rizzo, the Smart Growth Plan, Riverdale, NY. The Smart Growth Plan is a partnership with NYSERDA. This plan was refined and updated from last year's unsuccessful application to the Council. The Plan seeks to address the deterioration of Riverdale's commercial district. Shoppers are skipping the area and heading to New Jersey or Westchester. The lack of safe pedestrian pathways and connections to community amenities are a growing danger. There have been three pedestrian fatalities in the business district in the past five years.

Bob Bland, Manufacture New York. The Brooklyn Manufacturing Center will address the current lack of manufacturing space for the fashion and textile industries. It will provide a collaborative workspace for fashion tech startups; a small-run factory and workforce training facility as well as an expansion of Manufacture NY's incubator program for independent designer. It will have an immediate job creation impact in its Sunset Park location as well as adjacent Red Hook (a NY Rising community), with an estimated 280 floor jobs as well as jobs associated with the 50 independent fashion companies and 25 fashion tech startups in its first year.

Andrea Devening, Southwest Brooklyn Industrial Development Corporation. SBIDC advocates and provides services for more than 1,500 industrial and manufacturing businesses in Red Hook and Sunset Park, Brooklyn. They are working with UPROSE on the LWRP project. The project will promote sustainability and the revitalization of a working waterfront. It will bolster the economic resilience of area residents and the mitigation of environmental burdens.

Ryan Chavez, UPROSE. A grassroots-oriented planning process is needed to re-envision Southwest Brooklyn as an economically resilient and environmentally just waterfront, one that employs a local labor force and contributes to an innovative regional economy.

II. Carol Conslato, who had taken over as chair after Knuckles departed, adjourned the meeting.

