

**NYC REGIONAL ECONOMIC DEVELOPMENT COUNCIL**

**MEETING AGENDA**

**May 9, 2013, 10:00 a.m.**  
**The City College of New York**  
**Manhattan**

**Executive Session**

**10:00-10:05 a.m. Welcome and Introduction**  
CUNY Chancellor Matthew Goldstein

**10:05-10:15 a.m. Final 2013-14 State Budget**  
Kenneth Adams, Empire State Development

**REDC Leadership Workshop**  
Kenneth Adams, Empire State Development  
Carol Conslato, Queens Chamber of Commerce

**10:15-10:25 a.m. Opportunity Agenda**  
Stuart Appelbaum, President, RWDSU

**10:25-10:35 a.m. NYS Department of Environmental Conservation -- Environmental Justice Grants**  
Marlene Cintron, President, Bronx Overall Economic Development Corporation

**10:35 to 10:40 a.m. NYS Cleaner, Greener Communities Program**  
CUNY Chancellor Matthew Goldstein

**Public Session**

- 10:45- 10:55 a.m.      Welcome and Introduction**  
CUNY Chancellor Matthew Goldstein
- 10:55-11:05 a.m.      Work for Success**  
Rachel Gold, special counsel, NYS Department of Labor
- 11:05-11:15 a.m.      Priority Project Presentation -- CREATE @ Harlem Green**  
Jerry Salama, Janus Properties
- 11:15 a.m.              Wrap-Up/Adjourn**  
CUNY Chancellor Matthew Goldstein

**OPEN FOR BUSINESS:  
A NEW STATE GOVERNMENT APPROACH TO ECONOMIC DEVELOPMENT  
Meeting of the New York City Regional Economic Development Council  
Thursday, May 9, 2013  
City College/CUNY, Manhattan**

**Summary of Public Meeting**

**Attendees:**

Regional Council Members and Representatives:

Matthew Goldstein, Chancellor, The City University of New York (chair), w/ Jay Hershenson

Stuart Appelbaum, President, Retail, Wholesale and Department Store Union

Marlene Cintron, President, Bronx Overall Economic Development Corporation

Cesar J. Claro, President & CEO, Staten Island Economic Development Corporation

Carol Conslato, President, Queens Chamber of Commerce

Douglas C. Steiner, Chairman, Steiner Studios

Sheena Wright, President and CEO of United Way NYC

Nick Lugo, Hispanic Chamber of Commerce

Dr. Marcia V. Keiz, York College

Marcel Van Ooyen, GrowNYC

Elected Officials and Representatives (City)

Hon. James Molinaro, Staten Island Borough President

Raymond Sanchez, representing Hon. Ruben Diaz Jr., Bronx Borough President

Melva Miller, representing Hon. Helen Marshall, Queens Borough President

Thomas Donaldson, representing New York City Council Speaker Christine Quinn

Monika Foskett, representing Hon. Marty Markowitz, Brooklyn Borough President

Elected Officials & Representatives (State)

Hon. Sheldon Silver, Speaker of New York State Assembly w/ Judy Rapfogel

Gerard Kassar, representing Hon. Martin Golden, New York State Senate

ESDC

Kenneth Adams, President & CEO, ESDC

Mehul Patel, Chief of Staff, ESDC

Joseph Tazewell, NYC Regional Director, ESDC

Zack Greenky, ESDC

Andrew Fletcher, ESDC

Ingrid Nathan, ESDC

Lauren Bierman, ESDC

Adem Bunkeddeko, ESDC

Matthew Melore, REDC Intern

Michael Sandusky, REDC Intern

Executive Chamber Representatives

Mayra Linares, Chamber

Brian Quiara, Chamber

Kaii Torrence, Chamber

Greg Mailman, LT. Gov Duffy

State Resource

Sharon Griffith, NYSERDA w/ Ester Siskind

James Brown, DOL

Joseph Palozzola, NYS HCR

Sobeida Cruz, NYS Power Authority

Ed Marrero, NYS DOS, representing Ellen Poliski

Merill Hesch, NYS OPRHP

Rachel Gold, DOL

Wendy Prudencio, DOL

Karen Phillips, NYS OPRHP

Thomas Matthews, NYS EFC

Adam Levine, NYS DOT

Sandra Dixon, PANYNJ

Bonnie Devine, NYS Department of State

Kevin P. Wardally, NYS DOL

Gregory Watson, NYS HCR

Venetia Lannon, NYSDEC

Tim Pezolesi, AGMKT

Edgardo Marrero, NYS Department of Health

CUNY

Dr. Suri Duitch, University Associate Dean for Continuing Education

Sharon Ford

Public

Jerry Salama (Presenter) Janus Properties

Jennifer Pautz, NYU

Arva Rice, NY Urban League

Andios Montenero, City College student

Tony Wong, Children's Aid Society

Esther Siskind, Solar One

Nathan Robb, Columbia University

Edward Stewart, St. Francis College

Loftin Flowers, Columbia University

Lesley Massiah, Fordham University

Sara Garretson, ITAC

Mikki Columbus, Greater Jamaica Development Corporation

**I. Welcome and Introductions**

Chancellor Goldstein, council co-chair, welcomed council members to the meeting. He thanked City College President Lisa Coico for hosting the meeting, noting that she was unable to attend. He said being in the Great Hall of Shepard Hall took him back to his student days at City College in the 1960s when the old clock at the back of the room on the second balcony was stuck at the same time. He said that when he became chancellor 14 years ago, one of the first things he did was to make sure the clock was fixed, noting that now it's right on time.

He summed up the agenda, saying that the executive session would cover the 2013-14 state budget and the Lieutenant Governor's Regional Council Leadership Workshop held in Rochester in April; the governor's new Opportunity Agenda initiative; the New York State Department of Environmental Conservation Environmental Justice Grants; and the New York State Cleaner, Greener Communities Program. The public session would cover the governor's Work for Success program; and CREATE @ Harlem Green Project, which got a \$10-million grant with the council's help.

## **II. Final 2013-14 State Budget and REDC Leadership Workshop**

Chancellor Goldstein asked Kenneth Adams, president and CEO of ESD to discuss the final 2013-14 budget and the Regional Council Leadership Workshop that was held April 4, 2013 in Rochester and thanked Carol Conslato, president of the Queens Chamber of Commerce, for representing the New York City Regional Council in his place.

Chancellor Goldstein said that the governor had invited the co-chairs to attend a hearing in Albany on May 15, 2013 about the progress of the state's regional councils and that he couldn't go because of a board meeting but that the council's Kenneth J. Knuckles, president and CEO of the Upper Manhattan Empowerment Zone, and Stuart Appelbaum, president of the Retail, Wholesale and Department Store Union, would attend.

Adams started his remarks by talking about a tourism summit that was held in Albany the previous day, May 8, that included hundreds of representatives from around the state and that launched new programs that will be run through the regional councils. He added that the May 15 summit would be an opportunity to give direct feedback on the council system.

He said that he wanted to personally thank Chancellor Goldstein, who is stepping down from CUNY in June after 14 years, for his service to the regional council and for his "incredible" job as head of the University system. He said that by raising the academic bar at CUNY, Chancellor Goldstein had increased the quality of the workforce, thereby fueling economic development. Calling higher education the platform for the future of economic development, he said that Chancellor

Goldstein had raised the value of the CUNY degree. As the audience applauded, Adams added that he hoped Chancellor Goldstein would continue to work with the council even after he leaves CUNY.

Adams said that during the Regional Council Leadership Workshop on April 4 in Rochester, led by Lt. Gov. Robert J. Duffy, there was a good back and forth about changes for 2013 and a special presentation on the Opportunity Agenda.

He singled out several 2013-2014 budget highlights:

- **New York State Business Incubator and Innovation Hot Spot Program** that will help foster innovation and commercialization of research by offering inventors and entrepreneurs a low-cost, collaborative working environment. The regional councils will identify the “hot spot” incubators that have three years of a successful track record and get them state tax breaks. The program, which has initial funding of \$1.25 million to provide operating support for business incubators and innovation hot spots, will grow to \$5 million as it is fully implemented.
- **NYS Innovation Venture Capital Fund**, a \$50-million venture capital plan that will provide seed money and early-stage funding as incentives to the formation of new businesses and that will make it easier to turn ideas into marketable products. He said the guidelines are being put together, and input is needed from the regional councils.
- **Building on the Success of the Regional Councils:** The budget includes a third round of the councils, with \$150 million in funding and \$70 million in tax credits.
- **Workforce Training for Job Openings:** The \$5-million Next Generation Job Linkage Program works with employers to identify the job, define the skill and provide the training for it. Adams said that there are an estimated 210,000 unfilled jobs in the state.
- **SUNY and CUNY Campuses Driving Private-Sector Job Creation:** The budget includes \$55 million to launch the CUNY 2020 program and \$55 million for a third round of SUNY 2020 to provide competitive grants for projects that connect economic development and academic excellence.
- **Promoting Upstate Tourism and Agriculture through Market NY:** The new Market NY initiative is designed to bolster tourism and better market state-made foods and produce. The regional councils will identify institutions that fit in with

this program.

Adams praised the regional councils, saying they sent so much work that Joseph Tazewell, NY regional director of the Empire State Development Corporation, has been working overtime. He said that the system is working well, and these new programs will increase the councils' effectiveness.

Carol Conslato, president of the Queens Chamber of Commerce, who attended the Regional Council Leadership Workshop, said it was a good exchange of ideas and showed ways the councils could work together to expand opportunities across the state.

### **III. The Governor's Regional Economic Development Council Leadership Summit**

Chancellor Goldstein said that the governor had invited the regional council chairs and some members from each council to attend a Regional Economic Development Council Leadership Summit in Albany on May 15, 2013. He said the governor wants to hear the progress the councils have made since he visited them in fall 2012. Chancellor Goldstein said he could not attend and was sending Stuart Appelbaum, president of the Retail, Wholesale and Department Store Union, in his place, along with Kenneth Knuckles, president and CEO of the Upper Manhattan Empowerment Zone.

### **IV. Opportunity Agenda Initiative**

Chancellor Goldstein introduced the Opportunity Agenda, an economic development program mentioned in the governor's 2013 State of the State address, and said that Wellington Chen, executive director of the Chinatown Partnership Local Development Corporation; Stuart Appelbaum, president of the Retail, Wholesale and Department Store Union; and Sheena Wright, President and CEO of United Way NYC; will serve on an Opportunity Agenda subcommittee.

Stuart Appelbaum, president of the Retail, Wholesale and Department Store Union, reported on the Opportunity Agenda Initiative, a new state program that empowers the regional councils to build on their successes by targeting resources and expertise to help overcome the challenges that prevent impoverished communities from fully participating in the state's economic revitalization.\

Before his report, Appelbaum praised Chancellor Goldstein's leadership of the council and of CUNY, calling the University system an "extraordinary gem" and adding that he hoped "we can continue to benefit from the chancellor's leadership."

The program, he said, asks each regional council to identify one Opportunity Area, a chronically depressed community where

revitalization will not only support residents but also foster economic growth more broadly. Once the area is selected, each regional council will draft an Opportunity Agenda that details the council's plans for further linking its Opportunity Area to the region's economic development strategies and create a pilot program. The object is to finance a variety of projects and services to enhance economic growth and development, create new jobs and increase the quality of life. Funding programs include one that would award up to \$100,000 in resources through the CFA for transportation, child care and other programs that would not be eligible for support for other sources.

## **V. New York State DEC Environmental Justice Grants**

Chancellor Goldstein asked Marlene Cintron, of the regional council's scoring committee, to report on the council's endorsements of applications for the New York State Department of Environmental Conservation Environmental Justice Grant Program. It was created to focus on improving the environment in communities, specifically minority and low-income communities, and on addressing disproportionate adverse environmental impacts that may exist.

Before her report, Cintron praised Chancellor Goldstein, saying her child recently voluntarily transferred from a private school to Baruch College and is flourishing in the rich academic environment. She said it will be "difficult to fill your shoes" and that "CUNY is soaring, thanks to you." She added that "you're too young, too vital and too important to the City of New York" to not remain involved in some capacity.

Chancellor Goldstein replied that he doesn't court praise and that the things that have been accomplished at CUNY during his 14 years have been because of a team effort involving faculty, staff members, politicians and state and city officials. He added that everyone has seen the "power of higher education" and that "higher education is the epicenter of everything we're doing" on the regional council.

Cintron said that the NYS Department of Environmental Conservation is offering two environmental justice grants – Community Impact and Green Gems -- that require the endorsement of the regional council. She said that 16 applied and 14 were endorsed by the regional council. The 14 were:

Manhattan Land Trust  
Brooklyn Queens Land Trust  
Fifth Street Farms  
Friends of Van Cortlandt Park

Gowanus Canal Conservancy  
The Lower Eastside Girls Club of NY  
Neighbor's Allied for Good Growth  
Organizations United for Trash Reduction and Garbage Equity (OUTRAGE)  
Rocking the Boat  
St. John's Place Family Center  
TreeKIT, a project of the Open Space Institute Citizen Action Program  
WE ACT for Environmental Justice  
St. Mary's Urban Farm  
Washington Heights and Inwood Development Corporation

#### **VI. NYS Cleaner, Greener Communities Program**

Chancellor Goldstein discussed the Cleaner, Greener Communities Program, which the governor announced in his 2011 State of the State address. Administered by the New York State Energy Research and Development Authority, it empowers regions to create more sustainable communities by funding smart-growth practices. There are two phases:

- In Phase I, planning teams in the 10 state regions partner with public and private experts and community residents to develop regional sustainability plans.
  
- In Phase II, projects that improve the economic and environmental health of their areas will be implemented. The integrated solutions will drive statewide investments, regional decision-making on land use, housing, transportation, infrastructure, energy and environmental practices. Marcel Van Ooyen, executive director of Grow NYC, represented the council in the meetings.

Chancellor Goldstein said that NYSERDA asked the regional council to consider endorsing a study being drafted by the mayor's office that calls for a reduction in greenhouse gas emissions by 80 percent by 2050. The "80 by 50 Study" is being funded by a \$1-million NYSERDA grant. Under Phase II, which is expected to launch in 2013, NYSERDA will provide up to \$90 million in competitive funding, and the regional council should start seeing project applications later this year.

The study, he said, remains in draft form and is under review at City Hall. But he said NYSERDA has asked the council to endorse the study as soon as it's available. He suggested that the executive committee consider an endorsement in principle, using the same processes for other time-sensitive issues. He said he would be in touch with the members of the executive committee.

## **VII. PUBLIC SESSION**

Chancellor Goldstein opened the public session of the meeting, welcoming the members of the public to City College's Shepard Hall, telling them they he hopes they come and visit again.

He summarized the previous meeting, held Feb. 25, that included a report from Deputy Secretary of Economic Development Leecia Eve on the state's response to Hurricane Sandy, the governor's State of the State address and proposed budget initiatives.

During the Feb. 25 meeting, the council also received updates on recent priority projects, including: The Brooklyn Navy Yard Green Manufacturing Center (2011), Macro Sea's New Lab (2012), the Steiner Studios Media Campus (2012) and the New York Genome Center (2012).

At the same meeting, there was a presentation on the Path Through History program by Mark Castiglione, acting executive director of Hudson River Valley Greenway and Hudson River Valley National Heritage Area, who is overseeing this initiative.

## **VIII. Work for Success**

Rachel Gold, special counsel, NYS Department of Labor, gave a PowerPoint overview on the Work for Success initiative, in which businesses can earn up to \$2,400 in tax credits for each ex-incarcerated person hired. She said that there are 40,000 ex-inmates ready to work, and the state is working with nonprofits to train them and get them job interviews. She added that there's no state money in the program but that the state is working to get the word out and preparing printed materials on the program. She said the program will reduce recidivism and save taxpayers money. She pointed people to the website, [workforsuccess.ny.gov](http://workforsuccess.ny.gov).

## **IX. CREATE @ Harlem Green**

Jerry Salama of Janus Properties gave an update on CREATE @ Harlem Green, one of the council's 2011 priority projects that was awarded a \$10 million grant that was approved by the Empire State Development board on March 20, 2013. He said the grant money would go toward the renovation of the old Tastee Bakery building in Harlem, which is part of a project that revitalizes abandoned buildings in the area defined by 125 through 128 Streets west of Amsterdam Avenue. The group started buying properties in 1997 and since then has assembled three acres, the idea being to create cut-throughs

between the buildings to create pedestrian traffic. The Mink and Sweets Buildings, he said, have already been fully leased to mixed-use commercial tenants.

The \$10-million grant is being used on Phase II of the project, which will convert the former bakery to a Class-A building for mixed-use tenants. He said that when they started in 1997, they couldn't get a leasing agent, but now the big firms have come knocking on their doors, and they have hired Cushman Wakefield. Phase IV will renovate the Malt House, creating space for modern facilities, including restaurants. They have a working design and in three to four weeks will file plans for demolition and rehab.

Kenneth Adams said that the ESD directors were pleased and proud to make this a priority project and called it a model for the revitalization of buildings in central business districts around the state. He said he was going to share the project with the other regional councils as a best practice.

Salama said that the grant has allowed the project to reach its market.

Chancellor Goldstein said that it showed the wisdom of the creation of the regional councils, and that they, along with the ESD, form the catalytic event that is spurring economic development in the state that otherwise would not happen. He said that the "genius of the idea of the regional councils is that they will create jobs and economic momentum that the state has lacked for some time."

Sheena Wright, President and CEO of United Way NYC, praised CREATE @ Harlem Green, saying it helped create a market in what was a chronically distressed community and was a reflection of the brilliance of the regional council idea.

#### **X. Wrap-Up/Adjourn Public Session**

As he adjourned the meeting, Chancellor Goldstein thanked Kenneth Adams for his "time and true partnership with all the councils." He also thanked Joseph Tazewell, NY regional director of the ESDC, and the members of the council and staff.