

SoHo Broadway District Management Association, Inc.  
3rd Annual Meeting – June 20, 2017  
Meeting Minutes

Pursuant to a written notice, the membership and guests of the SoHo Broadway District Management Association, Inc. (dba SoHo Broadway Initiative) assembled on Tuesday June 20, 2017 at Scholastic, 557 Broadway, New York, NY 10012 at 6:30PM for the 3<sup>rd</sup> Annual Meeting.

Present at the meeting were the following members, guests, and staff of the SoHo Broadway Initiative: Anders Holst, Andrew Marcus, Anita Lonlieu, Anthony Duran, Basbibbi Kakar, Ben Harush, Ben Homer, Bobby Canty, Brian Steinwurtzel, Carl Cornilsen, Carol Eckman, Cesar Boc, Cheryl Klauss, Chris Turney, Claire Chapin, Corinne Colen, Craig Rosenthal, Cynthia Chapin, David Phillip, David Thall, Dawn Fredericks, Diana Arzoomanian, Dita Vrzivoli, Don Saladino, Dondi McKellar, Donna Vogel, Douglas Propp, Dylan Cecchini, Ellen Delgado, Emily Hellstrom, Eric Mendelsohn, Fareen Islam, Frank Wessels, Furman Thompson, Gale Brewer, Gardea Christian, Harry Skopas, James Campbell, James Cavello, James Ermilio, Jared Epstein, Jeannette Rodriguez, Jim Martin, Joe Ballaris, John Antrobus, John Pasquale, Joseph Marino, Julia Beardwood, Karissa Lidstrand, Katy Rice, Keith Colton, Keith White, Kobi Wu, Lance Marsh, Lawrence Levan, Lee Leshen, Liz McNierney, Lucille Songhai, Marc Silverstein, Margaret Baisley, Margarite Almeida, Marian Guerra, Mark Allison, Mark Dicus, Matthew Shapiro, Maura Tobias, Michael Frederick, Michael Stinson, Michele Varian, Nicolas Petrou, Packy McCormick, Patricia Ali, Paul Farr, Pete Davies, Philip Lam, Phyllis Rosenblatt, Pier Consagra, Renee Monroe, Richard Benenson, Richard Lehrer, Rodney Rosado, Ronnie Wolf, Ryan O'Connor, Sean Basinski, Sebastian Grant, Sharon Ermilio, Sheldon Silberstein, Sirine Mechbal, Susan Needles, Talal Alhammad, Teresa Bravo, Timothy Rosser, Trevor Gallina, Tsipi Ben-Haim, Warren Leshen, William Bryant, Yukie Ohta, Zigi Ben-Haim, Zulma Matos

With a quorum of the Membership present, the meeting was called to order at 6:30pm.

Brian Steinwurtzel (President) thanked the guests for attending the meeting and opened the meeting.

Yukie Ohta invited Don Saladino, Harry Skopas, Margaret Baisely, Nicolas Petrou, Patrick McCormick and Zigi Ben-Haim to the stage to start the Made it on Broadway panel discussion.

Mark Dicus (Executive Director) gave the following individuals Cast Iron Partner awards for distinguished service to the SoHo Broadway community: PO Rodney Rosado from the NYPD (5<sup>th</sup> Precinct), Talal Alhammad from Boxed, James Cavello from Westwood Gallery and Bobby Canty from ACE/Clean Team.

Finance Report: Richard Benenson (Treasurer) reported on the Initiative's financial activity for the current fiscal year ending on June 30, 2017 and shared that the Initiative is projected to run an overall deficit of approximately \$36,188. In FY 2018 (July 2017 to June 2018), the approved budget projects a deficit of approximately \$54,522. Deficits in the current year and next year are primarily due to the increase in the minimum wage from \$9/hour to \$15/hour that is being phased in from 2017 to 2019. While the Initiative did not seek an assessment increase for the current year, over the past 12 months the Initiative did evaluate the need to increase the assessment and the Board determined that the

Initiative should pursue an assessment increase of \$350,000 to \$900,000 from \$550,000 that would take effect July 1, 2018. In addition to the Board's approval, Council Member Chin is also supporting this increase. In the upcoming fiscal year, the Initiative will be undertaking the assessment increase approval process.

Mark Dicus, Executive Director reported on the 3<sup>rd</sup> year of the Initiative's operation and the year ahead, a written report was included in the meeting packet. Mark re-affirmed the Initiative's commitment to keeping the district clean and acknowledged each member of the Clean Team in attendance to a standing ovation from the audience. Mark reported that the Clean Team is removing 3,933 bags of garbage and 215 items of graffiti per month. Mark discussed the Spotlight 2016, the upcoming sculpture installation through the DOT Art Community Commissions program and the proposed assessment increase. Looking forward to 2017-2018, Mark highlighted the Zoning Resources project, new website and release of Neighborhood Resources. Mr. Dicus answered questions from the audience related to delivery issues at large scale retailers and the assessment increase.

Paul Farr, Secretary, presented the following items to the membership for approval: Minutes from June 20, 2016 Annual Meeting, the slate of Directors to be voted on by the Class A1, Class A2, Class B and Class C members and Amendment to the By Laws. Each item was approved unanimously by the members in attendance.

Emily Hellstrom, Vice President, thanked everyone for attending and asked that neighbors stay around and catch up with one another.

Meeting adjourned at 8:11 pm.