

SoHo Broadway District Management Association, Inc.
5th Annual Meeting – June 18, 2019

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 18, 2019 at Boxed (28 Mercer Street) at 6:30 p.m. for the organization's 5th Annual Meeting.

Attached as Exhibit 1 is a list of attendees of the Annual Meeting.

With a quorum of membership present, the meeting was called to order at 6:31 p.m.

Executive Director Mark Dicus acknowledged Council Member Margaret Chin.

Council Member Chin opened the meeting by acknowledging the history of the BID's formation and congratulating the BID on its 5-year anniversary. CM Chin highlighted the impact the BID has made on neighborhood cleanliness, thanked the First Precinct, and highlighted local efforts of her office such as a planned park at Grand and Lafayette and supplemental sanitization funding.

President Brian Steinwurtzel offered opening remarks thanking Initiative staff and the Clean Team. Brian highlighted work of the Initiative over prior year including collecting 46,000 garbage bags, installing public art, focusing on illegal street vending, and an update on the Envision SoHo/NoHo process and the work of Planning Committee.

End of Year Reports/Q&A

- Finance Report. Richard Benenson, Treasurer, reported that an Audit by city passed; all reports filed properly by the city. The current fiscal year ends in 2 weeks. BID has \$317,000 cash on hand. BID is projected to end the year with \$956,000 in revenues and expenses of \$772,000 with a surplus of about \$180,000. For FY 2020, Projected revenue is \$986,000, expenses \$886,000, and surplus \$99,000.
- Outreach and Communication Committee Report. James Cavello, Committee Chair, shared that the Committee is focused on efforts to enhance revenues and promote BID. Presented sponsorship program and banner designs.
- Planning Committee Report. Mark Dicus presented on behalf of Emily Hellstrom & Jason Vacker. Mark provided an update on the Envision SoHo/NoHo planning process, gave an overview of the public workshops, the Advisory Group made up of 18 stakeholder organizations (including SoHo Broadway). Mark noted the Planning Committee is 50% commercial, 50% residential. Recommendations include legal retail on the basement, first and second floor limited to the size of floorplate, legalizing

residential whether or not you are an artist, preserving the historic look and feel of neighborhood, legalizing existing uses (including AIR), and preserving rent stabilized units. Mark noted that the final day to submit comments is June 20th, and a report will be released over the summer and presented to CB2 in the fall.

- End of Year Report. Executive Director Mark Dicus reported that the organization's priorities are neighborhood cleanliness: sweeping, garbage, graffiti; snow removal; breaking down abandoned encampments; maintaining trash cans. Mark thanked Council member Chin for additional funds to clean Crosby and Mercer Streets. Mark highlighted our Spring and Broadway composting station, which is picked-up 4 days/week; adding a second in the district in 2020; looks like a NY Post paper vending machines. Mark called for a round of applause for Frank Wessels - has transformed the neighborhood - addressed drummers, snake wranglers, street vendors. Q&A Session began. Q1: Are there any plans for wood trees in the districts. A1: Not trees but planters to protect pedestrians. Q2: Is the BID doing anything to curb graffiti? A2: Mark replied that the retail vacancies are contributing but most happens late at night; need more patrol cars; need to make police reports to help catch the miscreants. Q3: Traffic controls - what is going on? A3: Mark says that the BID has asked for this from the NYPD and it stays for a while and then disappears. Mark will remind the precinct about this.

Paul Farr, Secretary, presented the minutes from June 19, 2018 Annual Meeting and the minutes were approved unanimously by the members in attendance. The Secretary presented the slate of Directors in Class A1, Class A2, Class B and Class C with each slate by class being approved unanimously by the registered voting members of the corresponding class.

Cast Iron Partner Awards were presented by Mark Dicus to the following community members:

- First Winner - Eugene Cummings - Sergeant from the First Precinct
- Second Winner - Jon Lebowitz - Director of Loss Prevention at Uniqlo
- Third Winner - Jim Martin - ACE Director
- Fourth Winner - Marcos Ortiz - DSNY Executive Officer
- Fifth Winner - Gwen Ossenfort, Reclaimed Organics
- Sixth Winner - Donna Vogel, GFP properties

The evening's Featured Program - We are Soho Broadway Living, Creating & Working, showcased brief presentations by the following community members:

- Hlynur Atlason, Managing Partner Atlason (Jordan) - 594 Broadway
- David Briggs, A1A, Leed AP/Loci Architecture - 594 Broadway
- Harry Bubbins, East Village & Special Projects Director - Village Preservation
- Alyssa Bueno, Analyst Carbon Credit Capital - 561 Broadway
- Rebecca Kelly, Artistic Director/Choreographer, Rebecca Kelly Ballet
- Lance Marsh, Clean Team Supervisor; ACE Programs for the Homeless

Mark Dicus conducted a raffle of prizes from the following sponsors: Boxed, Converse, Dean & DeLuca, Housing Works Bookstore Café, International Culinary Center, Nike, Sabon

Vice President Emily Hellstrom offered closing remarks. The meeting adjourned approximately 8:10 p.m.

Exhibit 1

Attendance for Meeting Minutes

Patricia Ali
Sia Alike Battle
Margaret Baisley
Joe Ballaris
Tsipi Ben-Haim, CITYarts
Richard Beneson, Beneson Equities
David Briggs, LOCI Architecture
Harry Bubbins, Village Preservation
Alyssa Bueno, Carbon Credit Capital
Henry Buhl, ACE Programs for the Homeless
LC
James Cavello, Westwood Gallery
Dylan Cecchini, 586 Broadway Properties LLC
Andrew Chang, Office of Manhattan Borough President Gale Brewer
Cynthia Chapin
Margaret Chin, City Councilmember
Adina Cohen
Carl Cornilsen, Citisense
Daniel Cubas
Eugene Cummings, NYPD
Peter Darrell, 515 Broadway Corp.
Pete Davies
Mark Dicus, SoHo Broadway Initiative
Douglas Dunn, Noh Realty Corporation
Sharon Ermilio, Singer Building Co-op
Paul Farr, 543 Broadway Owner's Corporation
Chandler Forsythe, NoHo BID
Pam Gelles
Christopher Grabe
Murial Grabe
Jacomo Greco
John Holubowicz, Uniqlo-SoHo
Steven Kaplan
Rebeca Kelly, Rebecca Kelly Ballet Studio
Dawn Klisures, Holiday Inn LES
Rob Lacey
Sokie Lee, Scholastic
Daryl Leon
Warren Leshen, Crale Realty LLC
Dave Lincoln
Gigi Li, Office of City Councilmember Margaret Chin
Teresa Ling
Sabrina Lynch, Exposure Communications

Andrew Marcus, Department of Small Business Services
Margo Margolis, Sixteen Crosby Street Owners Corp
Lance Marsh
Jim Martin, ACE New York
Carl Maxer
Zulma Matos, Douglas Elliman
Elizabeth McNierney, ACE New York
Jawed Mohyuddin
Matthew Morowitz, SoHo Broadway Initiative
Mikako Murphy
Susan Needles
Benny Ngai, Museum of Ice Cream
Marcos Ortiz, DSNY
Larry Ostrin
Gwen Ossenfort, Reclaimed Organics
John Pasquale, Pasquale Management
Julio Peralta
Cordelia Persen, NoHo BID
Katy Rice, SoHo Apartments/Catherine Rice-Trust
Haslyn Roberts
Phyllis Rosenblatt
Timothy Rosser
John Sclafani
Michael Siciliani
Gaston Silva
Ed Somekh, Sixteen Crosby Street Owners Corp.
Brian Steinwurtzel, GFP Real Estate
David Thall
Trish Tidwell
Delphi Tinkham
Maura Tobias
Lacoy Todman
Jason Vacker, Meringoff Properties
Michele Varian, SoHo Shop & Design Studio
Donna Vogel, GFP Real Estate
Stephen Wanta, SoHo Plaza Corp.
Frank Wessels, SoHo Broadway Initiative
Darrell Williams
Susan Wittenberg, Community Board 2
Brandon Zwagerman, SoHo Broadway Initiative