

**COMMUNITY BOARD SIX
ECONOMIC/WATERFRONT/COMM. DEV. & HOUSING COMMITTEE
OCTOBER 18, 2010**

ATTENDANCE:

PRESENT:

D. ABRAHAM	N. BERK-RAUCH	P. BLAKE
S. BURZIO	P. CARSON	C. DAVIS
E. FELDER	R. LUFTGLASS	S. MILLER
V. MILNE	L. SONES	P. THOMAS

EXCUSED:

L. BUFFINGTON	J. FRANCIS	M. KENTON
M. KOLMAN	C. MOLINARI	D. REISS

ABSENT:

B. ATKINS	Y. GIRELA	G. O'CONNELL
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GUESTS:

E. CROWELL	N. COGEN	B. CLURMAN
F. CAROLL		

MINUTES

PUBLIC HEARING on the (Proposed) Atlantic Avenue Business Improvement District.

Atlantic Avenue Business Improvement District (BID) reviewed first by Community Board 6 then by the City Council. BID's are a mandated assessment collected by the city and used for the BID services.

Elizabeth Crowell from the proposed Atlantic Avenue BID is a property owner and merchant on Atlantic Avenue (owns "Sterling Place").

- There are 64 BIDs in New York City.
- BIDs provide supplemental services not provided by the city such as sidewalk sweeping, preservation of historic lighting, streetscape improvements, marketing and promotion.
- 100% of BID proceeds are returned to BID members in the form of services
- The Atlantic Avenue BID would cover from 4th Avenue down to the Brooklyn Queens Expressway.

Steps to establishing a BID:

1. Create a steering committee with a mix of merchants and property owners.
2. Conduct a needs assessment survey – What would you like to see?
3. Create a menu of services and a budget corresponding to those services.
4. Determine assessment on businesses.
5. Property owner gets a bill from NYC Department of Finance.

Promotion and marketing is the single greatest item in the budget (30%). Lighting preservation was the second most important.

BIDs have a greater success rate in getting grants than volunteer merchants associations. A large percentage of the operational budget will go to hiring a full time staff person.

Assessment – frontal footage formula (\$20 a year per foot). On average about \$500 a year for a typical store front.

Outreach – held 2 public meetings and 6 informational meetings. Mailings sent out to area owners and businesses. Small Business Services requires that potential BID must submit correspondence related to BID outreach. 95% of the voters approved.

Q. Different assessment for side streets?

A. Yes - \$100 reduction. Trader Joes, Barnes and Noble and Two Trees Development Corporation are the highest payers.

Q. What about bad landlords that don't pay fee?

A. Notices from NYC Department of Finance first then maybe eventually a lien. The BID Director would be responsible for resolving this issue.

Q. What are the concerns of those that voted against the BID?

A. A few building owners have buildings in other BIDs and have had a bad experience.

Q. What is the assessment total?

A. Assessment totals \$240,000 - \$65,000 of which would be for salary.

Q. What about second floor occupants?

A. They get a \$100 reduction.

Q. Is assessment fixed?

A. No, but other costs might rise. Members have to vote but changes in assessment also have to go through the City Council.

Contractual services

Q. How do you determine who gets K?

A. Put out a Request for Proposals. The city has a list of approved vendors.

Q. How many on the steering committee?

A. 19 members.

Q. Isn't \$50,000 for a director too low?

A. Subject to change over the years and grants are awarded to BIDs.

A motion to support the BID was made, and seconded by Dave Abraham. A quorum of 12 out of 21 were present.

VOTE: MOTION PASSED

There being no further business to come before the committee, the meeting was adjourned at 7:45pm. The minutes were submitted by Stephen Burzio.