JAMAICA CENTER BID
BUSINESS IMPROVEMENT DISTRICT

MINUTES: 41ST ANNUAL MEETING OF THE MEMBERS

Virtual Meeting (Via Zoom)
Date: November 12, 2020 | Time: 9:00 a.m.

QUORUM

President Michael Hirschhorn welcomed all attendees to the 41st Annual Meeting of the Members. He called the meeting to order. Mr. Hirschhorn indicated that based on the tabulation, as prepared by the Inspector of Elections, of Members present and proxies submitted, there was a quorum of members at the Annual Meeting.

REVIEW OF MINUTES FROM THE 40TH ANNUAL MEETING

Mr. Hirschhorn asked everyone to review the minutes of the November 9, 2019, 40th Annual Meeting. A motion was duly made by Mr. Fairweather and seconded by Mr. Schwartz, and the following resolution was adopted:

RESOLVED, that the minutes of the 40th Annual Meeting of the Members are adopted.

ELECTION OF DIRECTORS

Mr. Hirschhorn requested that each Member present fill out the online poll for the election of Directors. The slate for the class of 2020 – 2023 was:

- Michael Mattone, Mattone Group
- Aaron Schwartz, Francman Realty
- Daniel Kulka, KJL Realty
- Sari Kulka, KJL Realty
- Bryan Atkins, Chase Bank

Online Poll results were saved by staff and Mr. Hirschhorn said that votes would be tallied, and results announced at a later date.

FINANCIAL REPORT

Executive Director Jennifer Furioli presented the Financial Report. She reviewed the approved FY2021 budget. She stated that the budget has a projected assessment of $1,017,500, projected total income of $1,118,616, and that the BID was applying $20,000 of the FY20 surplus towards the FY21 budget. Total FY21 expenses are projected to be $1,138,888.

Ms. Furioli noted that the BID's largest FY21 expense is allocated to sanitation services, which is 36% of FY21 budget, and comprised activities such as sweeping litter, graffiti removal, power washing and clean-up of illegal dumping. District Marketing and Economic Development comprise an additional 25% of the FY21 budget. Business support, including the BID's robust covid support business outreach, creation of marketing collateral, and general marketing of the business district constitute some of the activities in this category. She also stated that the BID always maintains a minimum of three months of projected operating expenses in reserves.

Ms. Furioli reviewed the most recently audited financial reports conducted by Lyle Bauer of Cipriani and Bauer, LLC. and reported a clean audit. There were no comments.

SPEAKING PROGRAM

Ms. Furioli introduced the President of York College, CUNY, Dr. Berenecea Johnson Eanes. Dr. Eanes highlighted the various ways in which York College had pivoted to adjust to COVID-19. She addressed the institution's capital projects underway that are expected to impact the larger Jamaica community, such as the renovation of York's Performing Arts Center and the overhaul of the 159th Street walking underpass and outlined York's strategic vision for the future. She promoted forming closer partnerships and connections between York's Small Business Development Center and the Jamaica business community in the future, encouraging the local business community to also consider York students for internship opportunities or mentoring.

JAMAICA CENTER BID PROGRAMMING UPDATE / Q&A

Executive Director Jennifer Furioli reviewed the BID's recent non-COVID accomplishments first. These accomplishments included: the launch of a brand-new jamaica.nyc website which is better designed for both shoppers and BID members, securing $10,000 in funding from District 24 Council Member Lancman to be allocated to the NYC Horticultural Society to fix several tree pits on the northern side of Avenue; and paying for a horological evaluation of

the historic landmarked street clock which resulted in a seed grant from Council Member Miller (District 27) to restore the clock to its former glory in the near future. She presented on the BID's humorous holiday shopping campaign—the Jamaica Avenue "Procrastination Station", designed to produce an uptick in last-minute holiday business for the local merchant base. The campaign activated two empty storefront windows with an ugly sweater contest, featured last minute gift ideas from 46 different Avenue businesses, and a performance by a live pop-up brass band to create holiday cheer downtown. In February, the BID introduced an "I Love Jamaica Avenue" loyalty campaign to encourage local residents and workers to adopt a shop local mindset. The BID's sanitation program logged 16,665 hours, servicing 101 trashcans and removing 37,445 bags of refuse from the district. 24,337 incidents of graffiti were also removed.

Ms. Furioli also highlighted the BID's response to COVID-19: the creation and continued maintenance of a special online page on the website dedicated to business-specific Covid-19 information, regular and timely updates to property owner members and their business tenants on the latest about executive orders, loans, grants and industry-specific information, and regular appearances on local media and elected official platforms (such as Senator James Sanders and Council Member Rory Lancman's digital town halls) to share this important information as well. The BID provided personal one-to-one help and referrals to 25 small businesses on matters such as PPP and various grants and loan programs and between February and July of 2021 distributed 5200 pieces of PPE to area businesses. The BID also launched *JBID-Alerts!* a cell phone emergency text notification program for local businesses and property owners; 100 businesses are enrolled, and the local precinct has asked for the BID to serve as a distribution partner on that platform whenever emergency information needs to be shared with downtown Jamaica businesses.

CLOSING REMARKS

Mr. Hirschhorn thanked Dr. Eanes for her inspiring vision and expressed his interest in working with York College in the future. He thanked the Board of Directors for their commitment to making Jamaica Ave a better place to live, work, and shop.

Jennifer Furioli notified the audience that all of the electronic votes from the earlier portion of the meeting would be verified (to ensure that only registered members voted) and that results would be shared once tallies were officially verified.

The floor was open to questions or comments. Jim Vaccaro from Greater Jamaica Development Corporation remarked that he appreciated the partnership between the BID and Greater Jamaica Development Corporation.

ADJOURNMENT

There being no further business to come before the meeting, upon motion duly made by Mr. Schwartz, and seconded, and unanimously approved, the meeting was adjourned at 10:15 a.m.

Submitted by,

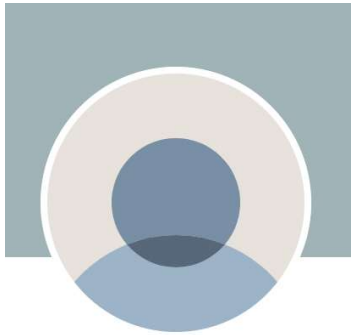
Michael Mattone, Secretary

DRAFT

JAMAICA CENTER BID
BUSINESS IMPROVEMENT DISTRICT

Slate of Directors (three-year term to be voted on at 11/9/21 meeting)

Norman Fairweather, First Presbyterian Church (Property owner category)
Jerry Black, Parsco Realty (Property owner category)
Samantha Champagnie, Golden Krust (Merchant category)
Elena Barcenes, Rincon Salvadoreño (Merchant category)
Tricia Perreira, Chase Bank (Merchant category)



From left to right: N. Fairweather, J. Black, S. Champagnie, E. Barcenes, T. Perreira (no photo available)

FY22 Budget Prep'd for 2021 Annual Mtg.	Sanitation	District Beautification	Marketing	Retail & Economic Development	G&A	FY22	FY21
Revenue							
Assessments	445,719	13,000	114,452	51,000	393,329	1,017,500	1,017,500
Grant Income		2,000	14,500	3,500	5,000	25,000	100,000
Sponsorships			13,700			13,700	0
Interest Income					1,020	1,020	1,116
From Prior Year Surplus		4,845.00			18,000	22,845	23,394
Total Revenue	445,719	19,845	142,652	54,500	417,349	1,080,065	1,142,010
Program Expenses							
Personnel Expenses							
Staff Salaries	29,058	11,133	90,183	83,256	33,328	246,958	294,270
Payroll Taxes & Fringe	2,835	1,086	8,798	8,122	3,251	24,092	26,231
Health Insurance	1,735	665	5,383	4,970	1,991	14,744	15,171
Total Personnel Expense	33,628	12,884	104,364	96,348	38,570	285,794	335,672
Direct Program Expenses							
Contracted Personnel (Sanitation)	412,091			-		412,091	415,298
District Beautification		6,845				6,845	11,000
District Marketing			10,925			10,925	11,200
Business Support/Economic Development				4,500		4,500	2,500
Total Direct Program Expenses	412,091	6,845	10,925	4,500		434,361	439,998
Total Program Expenses	445,719	19,729	115,289	100,848	38,570	720,155	775,670
General and Administrative							
Insurance					264,105	264,105	252,881
Occupancy					41,590	41,590	38,923
Accounting and Legal					25,685	25,685	26,060
Contracted Administrative Personnel					0	0	0
Printing and Postage					1,500	1,500	2,500
Office Supplies and Expense					4,435	4,435	14,549
Professional Development					0	0	600
Telecommunications					14,591	14,591	18,987
Meetings and Conferences					800	800	2,300
Dues and Subscriptions					1,510	1,510	1,640
Donations and Community Outreach					1,500	1,500	3,500
Travel					3,100	3,100	3,400
Total General & Admin Expenses					358,816	358,816	365,340
Total Expenses	**$445,719**	**$19,729**	**$115,289**	$100,848	$397,386	$1,078,971	$1,141,010