

**Minutes of the Chinatown District Management Association Meeting
(CDMA – aka Chinatown BID)
March 2, 2012
3:30 – 5:00 PM
@ The Chinese Consolidated Benevolent Association
62 Mott Street
New York NY 10013**

CDMA Interim Board Members Present:

Nolan Cheng, Law Offices of Nolan Cheng
Peter Cheng, Chinatown Partnership Local Development Corporation
Priscilla Cheung, eRxCity Corporation
Stephen Cheung, D.H. Realty & Management
Hon. Margaret S. Chin, Council Member District 1
Anthony P. Colombini, Esq., Chu and Partners
Eddy Eng, Small Business Services, Mayor Michael Bloomberg's office
Frank F. Gee, Gee Poy Kuo Association
Peter Lau, Confucius Pharmacy
David J. Louie, David J. Louie, Inc.
Dr. Chun Ka Luk, Broadway Chinatown Realty
Gabe B. Mui, the American Legion Lt. B.R. Kimlau Memorial Post 1291
John Pasquale, PEP Realty
Michael Salzhauer, Benjamin Partners
Sio Wai Sang, Golden Jade Jewelry
William Su, Grand Hotel
Wellman Wu, Kam Man Food, Inc.
Jimmy Yan, Manhattan Borough President Scott Stringer's office
Esther Yang, Comptroller John C. Liu's Office
Xiao Min Zhao, Council Member Margaret S. Chin's office

Other Class E Representatives Present:

P.O. Vincent Cheung, NYPD 5th Precinct
Pauline Yu Ferrante, Mayor's Community Affairs Unit
John K. Leo, Community Board #3
Michael Levine, Community Board #1

Chinatown Partnership

Wellington Chen
Shu Mei Guan Chow
Lamgen Leon
Tony Wong

The meeting was called to order at 3:40 p.m.

David Louie welcomed everyone and started the meeting by introducing Council Member Hon. Margaret S. Chin.

Mr. Louie asked everyone to review the minutes from the last meeting and Wellington explained that we are still waiting for the clarification from Matt Viggiano regarding the posting of the meeting minutes from City Council.

Eddy Eng made the following revisions to the minutes:

- 1) On next to the last paragraph on page two, it should be: Eddy Eng agreed to Co-Chair with Frank Gee the Fundraising and Marketing Committee. Peter Cheng also announced that he would like to join and Chair the Nomination Committee.
- 2) On the second paragraph of page three, it should be: Eddy Eng mentioned that once the BID decided on the billing date, the property owners will receive the bill in April, and once the BID's bank account is set, the BID will receive 75% of \$1.3 million dollars (the BID's budget), and 50% of the FY 2013's Annual Budget by July 2012.

Motion to approve the minutes of February 2, 2012 passed unanimously as corrected.

Eddy Eng also reported that the Department of Finance already posted the FY 2012 Chinatown BID's assessment as part of the charges on their website, and property owners are able to see it on-line, and will receive the statement in a few weeks. The property owners will also receive the second statement in a couple of months for 50% of the FY 2013 billing.

He also mentioned that if all the documents are in order and the bank account is open, the Chinatown DMA might receive its funding by late April or early May plus 2 additional weeks of administrative process.

Michael Salzhauer suggested sending a letter to all property owners in the BID service area explaining the billing, on why they are getting two bills in a short period, and how the money will be used. We have to write a good letter, do some positive public relations and possibly some community events to get the message out.

Other members also suggested placing advertisement on local newspapers, prepare press release to non-English speakers. The issues about sending the letter in multi-linguals were discussed and it was agreed to send the letter bi-lingual, English and Chinese to be consistent with our policy, and for the Executive Committee to review first.

Motion for Wellington Chen and Michael Salzhauer to draft the letter explaining the 1.25% assessment charge (75% of FY 2012 and 50% of FY 2013), and with the final approval of the letter by SBS and Council Member Chin's office passed unanimously.

Wellington mentioned that the Chinatown District Management Association's incorporation documents are ready and just need the four government officials' signatures.

As requested at the last meeting, the draft letter for DOT regarding Wayfinding was presented, and a discussion about budget, production cost, insurance, maintenance etc. was discussed. The draft letter to DOT was approved; however, the Interim Board would like to see the design of the wayfinding as well.

The By-Laws Committee reported that the priority is for the incorporation paper to be finalized. The Committee will continue their work.

The Fundraising and Marketing Committee reported that they have met twice already and came up with the top five priorities for fundraising and marketing, they also presented the plan and strategies for the BID. They suggested the hiring of a full time Fundraising and Marketing Development person.

There was a discussion about this position, some members have reservation on the idea of hiring a full time person and suggested a hiring a part time person, a person on commission, or outsource. Finally it was recommended that the Fundraising Committee report to the Executive Committee for decision.

Michael Levine also mentioned that the Fundraising Committee had created a Marketing Sub-Committee under the Fundraising Committee, and he volunteered to Chair it and would like some supports form other members.

The Program Services Committee presented the timeline for their two main programs 1) Clean Street and 2) Holiday Lighting. They would like the two RFPs to go out by the end of April, and hopefully be ready by June for the Clean Street contract, and by the fall for the Holiday Lighting.

There was a concern about the Chinatown Partnership's cash flow situation, and there was an indication of stopping the clean street program, but, Eddy Eng speaking on behalf of SBS said that this is not an option. The BID's money is there, and once the bank account is open, the Department of Finance will transfer the money, or suggested the Chinatown District Management Association to apply for a loan. He also asked the Finance Committee to review the FY 2013 budget that will be due in April.

A City Bench Initiative flyer was distributed to the members, and the BID will apply on the qualified members' behalf.

Stephen Cheung understands that the Chinatown Partnership/Chinatown DMA is looking for office spaces, so he graciously offered a location on Lafayette Street for consideration.

Eddy Eng and Frank Gee both suggested a clean streets or a Spring clean-up event to reflect the announcement of the BID billing. The estimated cost of the event is around \$2000.

Motion to the Fundraising and Marketing Committee to create the Clean Streets Event passed unanimously.

Since David Louie, Chair of the Chinatown DMA will not be available the first weeks of April and June, he requested changing those two meetings to the second week of these respective months.

Motion to move the meetings of April and June to the second week of these respective months passed unanimously.

The meeting adjourned at 5:30 P.M.