

**Minutes of the Chinatown District Management Association Meeting
(CDMA – aka Chinatown BID)
October 4, 2012
4:00 – 5:30 PM
62 Mott Street
New York NY 10013**

CDMA Interim Board Members Present:

Kenny Chan, Fukien American Association, Inc.
Yim Chan, Chinese Consolidated Benevolent Association
Jimmy Cheng, United Fujianese American Association
Nolan Cheng, Law Offices of Nolan Cheng
Stephen Cheung, D.H. Realty & Management
Anthony P. Colombini, Esq., Chu and Partners
Eddy Eng, Small Business Services, Mayor Michael Bloomberg's office
Frank F. Gee, Gee Poy Kuo Association
Philip Lam, Green City Realty, Inc.
John K. Leo, Community Board #3
Michael Levine, Community Board #1
Dr. CK Luk, Broadway Chinatown Realty
Gabe B. Mui, the American Legion Lt. B.R. Kimlau Memorial Post 1291
John Pasquale, PEP Real Estate
Sio Wai Sang, Golden Jade Jewelry
William H. Su, Grand Hotel
Matt Viggiano, Councilmember Chin's Office
Antony Wong, Community Board #2
Wellman Wu, Kam Man Food, Inc.
Jimmy Yan, Manhattan Borough President Stringer's Office
Esther Yang, NYC Comptroller Liu's Office
Patrick Yau, First American International Bank
Xiao Min Zhou, Councilmember Chin's Office

Chinatown Partnership:

Wellington Chen
Lamgen Leon
Tony Wong

The meeting was called to order at 4:05 p.m.

Nolan Cheng welcomed everyone and started the meeting.

Motion to approve the minutes of September 6, 2012 passed unanimously.

Wellington reported that the Chinatown District Management Association is listed in the most recent issue of Crain's NY Business Report along with other BIDs around the city and he already received several calls congratulating us for the hard work and requesting information from other business and organizations. He also commended the different committees on their tireless work and meeting participations.

The Marketing Sub-Committee reported that they reviewed and interviewed 7 marketing RFPs and the Executive Committee is recommending Pentagram, a well-known marketing company in the BID business, who has done marketing for other business improvement district in the city. They will work on the logo, brochure, annual report, website design, and will create a new branding for the BID. They will oversee marketing interns who will be helping with some promotions and marketing of business in Chinatown. Some members ask the Committee to include a termination clause and to include printing and translation cost in the contract.

The Fundraising Committee reported that they have also selected the fundraising consultant. Peter Heller's, fee is among the lowest and he fits our needs, and there will be a meeting with Mr. Heller next week pending the confirmation.

The Program Service Committee reported that Block-by-Block have been training, distributing the new uniforms to the ambassadors for the past three days, and will re-launch the clean streets program tomorrow Friday and power-wash on Monday, their legal department is also drafting the new contract.

The Committee also reported on the Big Belly and has also met with their executives. The company is proposing to provide 300 Big Belly units for the district at no cost, they will also be responsible on getting the advertising sponsorship, and once they recuperate their investment expenses after 3 years they will split the profit with the BID 50/50. We will need Councilmember Chin's assistance and we still need the approval of various city agencies before this can proceed.

The members discussed the guidelines of the advertising and whether some side panels can be used for wayfinding, maps, and BID info.

Since Tony Wong was not able to attend the meeting, Wellington made a report on his behalf. The current proposal for the top 5 goals for upcoming fiscal year is: 1) clean street, 2) holiday lighting, 3) advocacy, 4) marketing, and 5) fundraising.

The Membership/Outreach Committee reported that they have followed the clean streets service area map and divided the area into 8 zones. Each zone will be assigned to a coordinator/leader, so those persons will be doing outreach and will be monitoring the progress, educate the business owners and will report to the BID any comments, complaints, issues, etc...

Regarding the Conflict of Interest workshop, Jimmy Yan will discuss the possible date with Wellington.

The next BID Interim Board meeting will be November 1, 2012.

The meeting adjourned at 5:10 P.M.