

Economic Opportunity Committee Meeting

September 13, 2022, 5 pm

(Meeting is being held online due to the ongoing COVID-19 pandemic)

APPROVED Meeting Minutes

Present:

Board Members

Naomi Maisel
Azalina Eusope
Justin Bautista
Majeid Crawford

Staff

Lorraine Lewis
Iris Lee
Helen Bean
Kate Robinson

Guests:

Clare Sebenius
Del Seymour

1. Call to Order. Welcome and Introductions – Icebreaker

Naomi Maisel called the meeting to order. Committee members and staff shared what they're looking forward to during the Fall.

2. Clare Sebenius (Larchmont)/Lorraine - Marketing Campaign Update and Brainstorming

Clare Sebenius of Larchmont presented the TL Marketing Campaign. The objective is to create interest and intrigue about the TL and its unique "hidden gems," and attract customers, while celebrating the diversity of the TL; through telling stories of a one-of-a-kind neighborhood. Small businesses have expressed the need for marketing to attract customers who fled and in many cases have not returned as a result of the pandemic.

Questions, comments and thoughts from the group:

Naomi asked about the plan for transparency with groups as well as others in the neighborhood. Making sure that folks in the neighborhood are aware and were brought into the communication of this. Lorraine to work through this with the agency.

Del: the tech community - we should have a plan to bring in the employees en masse. We should be aggressive in approaching the 'community officers' of the tech companies to get their employees out into the community.

Justin: What is the timeline for the four stages and the rollout?

Clare: Website would go up approximately the end of October, and then follow up with the media. Campaign goes from August to January, with analysis/close out in February, and continuation going forward. There will be a tool kit and an asset library.

Naomi: Suggests that an email update weekly goes a long way as far as an update to the community.

Lorraine: Questions to Clare how we might facilitate a brainstorming session with the folks in this group and some folks who were not able to attend.

3. Small Business Safety

Naomi: Various discussions weekly. How do we get small business storefront voices included? Incident a couple of weeks ago - small businesses are concerned and want to get involved. TLCBD will organize a Small Business Advisory Committee, focusing on business voice and safety - scheduled 9/20 at 2pm - to elevate small business storefront voices.

Lorraine: We will discuss the current issues and what are the action steps and roles.

Naomi: Any expectations or thoughts about this meeting?

Lorraine: The cadence is to be determined - we want to make sure folks who are available, come and attend.

Justin: Concerned about a new team of street dealers coming to the street/storefronts - what can be done that does not involve the police? Fortunate to have TMA and ambassadors.

Azalina: Does not have any of those resources on her block on Ellis Street. 6 weeks ago she was in the middle of a crossfire between two gangs. Would like to learn about how to navigate this, for not only her staff but for the customers who are there eating.

Naomi: Hoping that providing this space and time will allow small businesses to hear each other out and provide tips and resources and really take agency to organize.

Lorraine: We often get questions from small businesses - who do we contact and what are the other resources available? We need a resource/answer to this question.

Del: What I have seen that has worked is when the business owners have better stewards of their sidewalks, come out and clean/sweep the sidewalk so this will show ownership of the sidewalk. Make it known that it's your sidewalk so do the sweeping a couple of times a week. Eman on Jones and Turk is engaged with her people in front of the space and was able to clean it up. She came outside every morning, every hour and they moved from her corner.

Naomi: It works, but why should I have to pay money or take time to clean it? What resources can we tap for the businesses that don't have the capacity to do this.

Lorraine: Some businesses don't have the skill, language capability or comfort level to do this. So we will focus on how to best support.

Helen: Opportunity for grants to bring in support since there are a lot of hidden costs involved with this.

Naomi: What will be powerful for this group is to keep organized. How do we support or assist them to keep organized? A question to explore or bring up at the meeting.

Lorraine: Small business hub (physical hub and on site operating services) is on hold at the moment. Services planned to be performed through the hub will still be provided, on mobile basis.

Naomi: Why is it paused?

Lorraine: Shifting the focus away from a physical hub structure; we want to make it about the work that we're doing and the services that we're offering.

Naomi: In absence of a hub, it will still be really nice to have a landing page where all the resources are listed. Think through how do we direct businesses to one space? Here's your one stop shop to check each week for resources, updates and opportunities.

Lorraine: In the hiring process of a communications person to support.

4. Approval of July 2022 Minutes

Majeid moved and Justin seconded a motion that the July 2022 minutes be approved. The motion was approved unanimously.

5. Close Meeting, Future Agenda Announcements, and Future Agenda Items

The meeting was adjourned at 6:15PM.

**Next Economic Opportunity Committee Meeting
Tuesday, November 8, 2022, 5PM**