

SoHo Broadway District Management Association, Inc.
4th Annual Meeting – June 18, 2018

Meeting Minutes

Pursuant to a written notice, the membership and guests of the SoHo Broadway District Management Association, Inc. (dba SoHo Broadway Initiative) assembled on Tuesday, June 18, 2018 at Boxed (28 Mercer Street) at 6:30 p.m. for the organization's 4th Annual Meeting.

Attached as Exhibit 1 is a list of attendees of the Annual Meeting.

With a quorum of the membership present, the meeting was called to order at 6:30 p.m.

Brian Steinwurtzel (President) thanked the guests for attending the meeting and opened the meeting.

Mark Dicus invited Amy Abrams, Artists & Fleas; Derrick Ades, CBRE; Jared Epstein, Aurora Capital Associates; Andrew Kahn, Cushman & Wakefield; and David Sadkin, WeWork to the stage for the Future of SoHo Broadway Real Estate panel discussion.

Mark Dicus (Executive Director), Emily Hellstrom (Vice President) and Brian Steinwurtzel gave the following individuals Cast Iron Partner awards for distinguished service to the SoHo Broadway community: Samantha Hoar, Artists & Fleas; PO Sejdi Cobaj, NYPD; Yukie Ohta, SoHo Memory Project; and Katy Rice; SoHo Broadway Initiative Board of Directors.

Finance Report: Richard Benenson, Treasurer, reported that the City had approved the Initiative's request to increase its annual assessment to \$900,000 which goes into effect in July 2018. The assessment increase pays for increased sidewalk cleaning costs and adds a full time staff member to focus on community development and improving quality of life. For the current fiscal year ending June 30, 2018, the Initiative is projecting revenue of \$583,102, expenses of \$681,237, non-operating expenses of \$10,000 for a net operating deficit of approximately \$98,134 with \$208,885 cash on hand as of 4/30/2018. For the upcoming fiscal year ending June 30, 2019, the Initiative is projected to have revenue of \$997,490, expenses of \$829,549 with an operating surplus of \$167,941.

Outreach and Communications: James Cavello, Committee Chair, reported on the work of the Outreach and Communications Committee for the past year. The Initiative coordinated the installation of the Treasure the Green sculpture by SoHo artist Zigi Ben Haim in August 2017. In the fall 2017, the Initiative launched a new website that includes new original content which led to a 41% increase (500 new subscribers) in the number of subscribers to our email list. In the upcoming year, the Committee is working on developing a sponsorship program that will include street light banners.

Zoning Resources Committee: Mark Dicus provided a summary of the circumstances that led the Initiative to produce the SoHo Zoning Guidebook that was prepared by Karp Strategies. Mark introduced members of the Zoning Resources Committee: Margaret Baisley, Richard Benenson, Pete Davies, Katy Rice, Marc Ricks and Jason Vacker. Katy Rice presented an overview of the Guidebook and draft copies of the Guidebook were distributed to Annual Meeting attendees.

Mark Dicus, Executive Director, reported on the 4th year of the Initiative's operation and the year ahead; a written report was included in the meeting packet.

Paul Farr, Secretary, presented the minutes from June 20, 2017 Annual Meeting and the minutes were approved unanimously by the members in attendance. The Secretary presented the slate of Directors in Class A1, Class A2, Class B and Class C with each slate by class being approved unanimously by the registered voting members of the corresponding class.

Emily Hellstrom, Vice President, thanked everyone for attending and asked that neighbors stay around and catch up with one another.

Meeting adjourned at approximately 8:15 p.m.

Exhibit 1

Attendance for Meeting Minutes

Amy Abrams, Artists & Fleas
Derrick Ades, CBRE
Patricia Ali
Margarite Almeida, Westwood Gallery
Margaret Baisley, Baisley Esq.
Joe Ballaris
Leigh Behnke
Richard Benenson, 597 Broadway Development Corp
Britt Bivens, Gucci
Henry Buhl, ACE
James Cavello, Westwood Gallery
Dylan Cecchini
Claire Chapin
Sejdi Cobaj, NYPD
Carl Cornilsen, Citiesense
Ethan Covey, Photographer
Peter Davies,
Mark Dicus, SoHo Broadway Initiative
Jared Epstein, Aurora Captial Associates
Sharon Ermilio
James Ermilio
Paul Farr, 543 Broadway Owners Corp
Ben Fastenberg, CBRE
Emmanuel Fernandez, ACE
Michelle Friend, Artists & Fleas
Ronen Glimer, Artists & Fleas
Jacomo Greco
Jesus Gutierrez, Artists & Fleas
Samantha Hoar, Artists & Fleas
Brandon Hoffman, Ashhency Acquisition Corp.
Fareen Islam, SoHo Broadway Initiative
Rebecca Karp, KARP Strategies
William Kelley, Village Alliance
Christopher LaVarco
Sokie Lee
Richard Lehrer
Warren Leshen, Crale Realty LLC
Lee Leshen, Patchwork Media
Steve Leon
Sylvia Li
Jeremy Loney, Valley National Bank
Nabeela Malik, DCP
Andrew Marcus, SBS

Jim Martin, ACE
Elizabeth McNierney
Matthew McPhillips, Westwood Gallery
Dianne Mendez
Linda Mevorach
Millie Mish, Hello Applied
Ashley Natale, Vornado
Haklin Ng, NYPD
Yukie Ohta, SoHo Memory Project
Rebecca Olshan
John Pasquale
Suhaine Pedroso, Sephora
Cordelia Persen, NoHo BID
Jeffrey Poon, NYPD
Douglas Propp, 520 Broadway Company LP
Paula Ramos, Sephora
Marc Ricks, Vornado
Jeanette Rodriguez, Nike
David Sadkin, WeWork
Zonter Simmons, Valley National Bank
Clean Team, SoHo Broadway Initiative
Lucille Songhai
Chris Stanton, Cushman & Wakefield
Brian Steinwurtzel, GFPRE
Michael Stinson,
Ali Sutherland-Brown, KARP
Maura Tobias
Jason Vacker, Meringoff Properties
Michele Varian
Donna Vogel, GFPRE
Frank Wessels, SoHo Broadway Initiative
DJ Williams
Susan Wittenberg, Community Board 2
Ronnie Wolf, 458 Grand Broadway Owners Corp
Marla Wolf
Shyanne Worley, Valley National Bank
David Zar