

SoHo Broadway District Management Association, Inc.
9th Annual Meeting – November 15, 2023

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 Wednesday, November 15, 2023 remotely via Zoom at 6:00 p.m. for the organization's 9th Annual Meeting.

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

With a quorum of membership present, the meeting was called to order at 6:05 p.m.

Acting Executive Director Brandon Zwagerman welcomed attendees and introduced Board President James Cavello. James offered greetings and thanked founding SoHo Broadway Initiative Executive Director Mark Dicus for his nine years of service to the BID. James also thanked current and outgoing Board members for their years of dedication to the Board.

Brandon Zwagerman introduced Deputy Manhattan Borough President Keisha James to deliver key legislative updates: new bathroom legislation will ensure every zip code has access to an accessible public bathroom; indoor air quality legislation will require schools, government buildings, and commercial buildings publish air quality information; the Office of the Manhattan Borough President released a report with recommendations for scaffolding and sheds; and the Borough President called for an update on New York City's statutes around hate crime laws in response to a spike in hate crimes.

Vice President Michelle Choi gave an update on Executive Director search and hiring process. The Executive Committee approved the updated job description, and the posting was published on listings websites. The committee hopes to finalize the process by the end of 2023.

Secretary Sharon Ermilio thanked departing Board members for their years of service. Sharon introduced the next item on the agenda: Items to be Voted On for registered members. Only registered voting members as of midnight on November 3 are allowed to vote and received an email last week with the meeting packet. Members will be approving the minutes from the 8th Annual Meeting held on November 15, 2022 and electing board members. Registered members will be voting tonight using a digital survey. To vote in the board elections, a registered member needs to know their membership class which was also emailed to registered members prior to the meeting.

Members are registered in the following classes:

- Class A1: Owner of Commercial Real Property
- Class A2: Owner of Residential Real Property
- Class B: Commercial Tenants (including owners of shares in a coop for commercial space)
- Class C: Residential Tenants (including owners of shares in a coop for residential space/JLWQA space)
- Class D: Elected Officials
- Class E: Non-voting members.

Jenna Blakeman shared voting link in Chat.

Sharon Ermilio oversaw items to be voted on:

1st item on agenda: Minutes from 8th Annual Meeting on November 15, 2022.

2nd item on agenda. Board of Directors Election:

Registered members are electing 13 board members plus alternates tonight. The candidates are listed on the screen. Of the 13 candidates, 11 are seeking re-election with and 2 candidates are seeking election for the first time. Sharon provided brief introductions of the 2 candidates seeking election for the first time.

- In Class A-2 Residential Property Owner, there is one new candidate:
 - Cheryl Klauss has lived and worked in SoHo for 40 years and was part of the initial process of founding the Initiative.
- In Class C Resident Tenant/Shareholder, there is one new candidate:
 - Jed Root is a photographer and has managed commercial leases in the neighborhood. Root was on the steering committee for organization.
- Directors are elected by membership class, registered Class A1 Owner of Commercial property registered members elect Class A1 Directors, Class A2 Owner of Residential property owner register members elect Class A2 Directors, etc.
- Are there any questions about the slate of candidates? No.

Brandon introduced the next item, the Finance Report to be made by Richard Benenson. Richard is a founding board member and Treasurer and the owner of the commercial space at 597 Broadway. Benenson was unfortunately unable to attend the meeting due to extenuating circumstances. Brandon gave the Finance Report on his behalf.

Brandon Zwagerman gave Finance Report:

The Initiative's financial year ends on June 30 of each year.

For the prior year ending June 30, 2023:

- Statement of Activities: Projecting \$1,004,000 in revenue against \$1,070,000 of expenses, for decrease of \$66,000 in net assets (we had approved a budget anticipating \$71,000 loss, so were underbudget by approximately \$5,000). In FY 22, we had net increase in net assets of \$34,000.
- Statement of financial position: As of June 30, 2023, we had \$406,000 cash on hand; As of June 30, 2022, we had \$499,000 cash on hand, so have seen a decrease of \$93,000 from the end FY 2022.
- We are currently in the process of finishing our annual financial audit which will be published by the end of this year. Audited financial statements are published on our website in the Reports and Documents section.
- It was brought to our attention this fall that the BID has not received City discretionary funds that were awarded to beginning with FY2020 due to administrative delays (\$107k since FY20). Brandon is following up with administering agency and we will follow up with Council Member in the new year to secure any delayed funds.

Overall, the organization is on solid financial footing. However, we are keeping a close eye on our financials. While the current Fiscal Year's budget anticipates a surplus; projections for FY2026 showed a deficit. Costs continue to increase while our assessment has not increased since 2019. Given this context, we plan to begin the process of exploring an assessment increase, which would not go into place until FY26 at earliest.

This annual report also includes a report on registered members. As of 11/3/2023, there were 125 registered members. During the course of Fiscal Year 2023 (July 1, 2022 to June 30, 2023) the Initiative saw a net increase of 1 registered member.

Brandon next presented the Annual Report: Year in Review and Year Ahead:

Sanitation:

As SoHo and the city continue to recover from the pandemic, our primary focus is keeping the district clean and graffiti free. The Clean Team's services include sweeping litter, emptying litter baskets, power washing, bus bulb grate cleaning, street furniture painting and maintenance, snow and ice removal, graffiti removal, sticker removal, and generally making Broadway look its best.

Through our partnership with ACE Programs for the Homeless in FY 2023, our clean team removed nearly 59,000 bags of garbage and over 7,000 incidents of graffiti. We exceeded our 2019 numbers where the clean team removed over 47,000 bags of garbage.

The increase in the number of bags collected is in part due to the Initiative once again expanding service along Crosby Street and Mercer Street which was launched in the 2nd half of the fiscal year through the generous support of Council Member Christopher Marte, the Crosby Street Association and sponsorship of street light banners by Uniqlo

and SHVO.

Beginning July 2023, Street Plus took over as the new contractor for our Clean Team and we've been very pleased with their efforts to date. Veteran Clean Team members Bobby Canty and Cheikh Dieng have been able to continue working in the district as Field Supervisors for Street Plus, providing continuity in institutional knowledge and leadership.

Clean Curbs Pilot:

In June 2023, the Initiative launched a containerized waste prototype bin box in the curb lane of Prince Street between Broadway and Crosby Street as part of the City's Clean Curbs program, funded in part by a grant from DSNY in partnership with SBS and DOT.

The custom prototype bin box was designed by Re/Ply and encloses trash bags in an attractive container made of recycled plastic and topped with a green roof, demonstrating an alternative approach for New York City to manage waste.

Since this pilot program was initiated, hundreds of bags of trash have been taken off the sidewalk at the intersection of Broadway & Prince, while they await collection.

Beautification:

As part of the Initiative's goal to enhance our public spaces, we provide supplemental streetscape and beautification services to the district. The Initiative partners with the Horticultural Society of New York to plant and maintain 18 planters throughout the district. The Hort installs 4 seasonal plantings annually in addition to watering and maintaining the plantings.

In 2023, three different custom street light banner campaigns adorned the neighborhood. The campaign running until November 2022 featured 10 fascinating facts about SoHo, sharing the neighborhood's unique history with curious pedestrians, including stories about Mary Todd Lincoln, PT Barnum, Robert Moses and Basquiat. The campaign installed in November 2022, sponsored by Uniqlo, highlighted "The Spirit of SoHo" in art, design, architecture, and community. The current banner campaign from SHVO celebrates the art and design culture of SoHo by highlighting the award-winning architectural design at 530 Broadway which features contemporary art installations from New York-based artist Daniel Arsham.

Quality of Life and Public Safety:

During Fiscal Year 2023, the Initiative continued respond to quality-of-life issues in the district. Our efforts focus on sidewalk activity such as counterfeit goods sellers, vending, retail activity and events, and construction in the public realm. Staff work in close partnership with the 1st and 5th Precincts, Department of Sanitation, other City agencies, and the local residential and business community to ensure a safe and comfortable Broadway corridor for all who share this mixed-use district.

Community Development:

We continued to engage with the community both digitally through our website, email newsletters as well as through 7 virtual and in person events.

- Fiscal year 2023 saw the continuation of the long economic recovery from the pandemic. Our community development program aims to create opportunities for members of the SoHo Broadway community to connect with one another, with the Initiative, and with City resources.
- During Fiscal Year 2023, we held four Community Roundtables via Zoom which featured Comptroller Brad Lander and representatives from the Manhattan DA's Office, Department of Sanitation, and Department of Transportation. We also held in-person Holiday Social gathering, as well as participated in the first annual NYC BID Day in collaboration with the Department of Small Business Services.
- In the first half of 2023, the Initiative developed a retail community engagement strategy to build and maintain relationships with new and existing businesses in the district.

Planning and Advocacy:

In addition to being a service organization, the Initiative also advocates on behalf of the SoHo Broadway improvement district and its constituents. During Fiscal Year 2023, the Initiative advocated against the proposed siting of a Link5G kiosk adjacent to 568 Broadway, providing testimony to City and State agencies regarding the issue. We focused on the proposed site's congested pedestrian nature and historic context. The last news we have heard as of this summer, further implementation of the program is currently on hold.

We also collect data to better understand changes in the district. For instance, through our quarterly retail vacancy surveys we have learned that between March and June 2023, retail occupancy in the district returned to pre-pandemic levels with an occupancy rate of 81% showing the recovery continues to trend in the right direction.

Key Sponsors and Partners:

Brandon acknowledged all the sponsors, vendors, consultants, and City partners who worked with us during Fiscal Year 2023 to help us make the year a success.

Brandon offered opportunity for Q&A from attendees.

Q1: How is the BID responding to traffic on Broome street?

A1: We regularly to advocate for traffic agents from NYPD/DOT to keep Broadway/Crosby intersection clear and hope congestion pricing will help somewhat.

Brandon introduced Initiative Vice President Michelle Choi, who delivered closing remarks.

Brandon shared preliminary results of voting: All board slates elected, minutes and resolution approved. Congratulations to all new board members.

Meeting adjourned approximately 6:50 p.m.

Exhibit 1

Attendance for Meeting Minutes

Margaret Baisley

Jenna Blakeman

James Cavello

Rita Chadha

Andrew Chang

Michelle Choi

Evelin Collado

Pete Davies

Mark Diller

Sharon Ermilio

Chandler Forsythe

Emily Hellstrom

Anders Holst

Keisha James

Nell Jocelyn

Stacie Johnson

Bob Jones

Cheryl Klauss

Greg Kraut

Lee Leshen

Warren Leshen

Michaela Lynch

Andrew Marcus

Margo Margolis

Emily McGee

Cordelia Persen

Katy Rice

Jeannette Rodriguez

Phyllis Rosenblatt

Timothy Rosser

Kara Sage

Arif Shah

Susan Shoemaker

Gaston Silva

Neith Stone

Sean Sweeney

Lora Tenenbaum

Peter Tse

Susan Wittenberg
Ronnie Wolf
Timur York
Brandon Zwagerman