

## DRI Jamaica | LPC Meeting #4 Notes

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**Date and Time:** Wednesday, February 25, 2017, 2–4 PM

**Steering Committee Attendees:**

- **Con Edison:** Carol Conslato
- **Greater Jamaica Development Corporation:** Hope Knight
- **Jamaica YMCA:** Cedric Dew
- **Child Center of New York:** Deepmalya Ghosh
- **Jamaica NOW! Leadership Council:** Ian Harris
- **Jamaica Center for Arts and Learning:** Cathy Hung
- **York College:** Dr. Marcia Keiszd
- **First Presbyterian Church in Jamaica:** Rev. Patrick O'Connor
- **Building Community Capacity:** Rosemary Reyes
- **Queens Workforce 1 Center:** Pintso Topgay

**Advisory Committee Attendees:**

- **Queens Economic Development Corporation:** Seth Bornstein
- **New York City Department of City Planning:** Stephen Everett
- **Sutphin Boulevard BID:** Glenn Greenidge
- **Queens Chamber of Commerce:** Thomas Grech

**State/City Team Attendees:**

- **New York Department of State:** Fred Landa
- **Governor's Office:** Hersh Parekh

**Projects with General Agreement or Limited Follow-Up**

- **GJDC Coworking**
- **Prime Skills**
  - Indicate the importance of certifications as an output of training.
  - Clarify that the program is available to all South Jamaica residents.

- **Thomas A. Edison HS**
  - Indicate that programming is also available to adults.
  
- **Arts & Events Fund**
  - Fund should run for multiple years and be designed to support numerous projects per year; grants are preferred to loans.
  - Technical support like career training and production support should be included in funding for artists.
  - Queens Council on the Arts is a good choice to run this program.

- **Broadband**
  - Ensure the total budget is sufficient to have a meaningful impact by engaging private operators.
  - Consider focusing on a specific radius or set of blocks, e.g. around new development, Sutphin Blvd. and 168<sup>th</sup> Street were likely candidates for focus area.
  - *Next Steps*
    - *Consult with EDC and Mayor's Office on structure and appropriate budget*
    - *Conduct outreach to private operators*
    - *Confirm project "owner"*
  
- **STEAM Academy**
  - Program must be designed in a sustainable way.
  - Clarify that this is open to the public and the program will be marketed to the community potentially through partnerships.
  - To be accessible to the community, if there is a fee-for-service model there must be subsidized services included.
  - An organization with a history of STEM education, like NY Hall of Science, should be brought on as a project partner. If no organization presents itself, project should be reconsidered.
  - *Next Steps*
    - *Follow up with NY Hall of Science on a potential partnership*
    - *Follow up with Cathy re: operating and marketing plans, and Phase II budget*
  
- **Marketing & Branding**
  - Focus on technology – visitors center must sync up with an app or other digital presence so if you enter from another location you still have a touch-point.
  - Efforts should leverage existing resources, such as BIDs and Jamaica 311.
  - Kiosk and materials must be available in multiple languages.
  - *Next Steps*
    - *Confirm eligibility of digital design/development funds with DOS*
    - *Confirm ability of JNLC (or alternative) to accept funds for marketing materials*
    - *Confirm budget for marketing materials and a visitors kiosk*
    - *Engage BIDs re: funding match*

- **Restaurant Startup Fund**
  - Priority is to site new restaurants downtown and preference is to bring in established operators who have enough experience to build a market.
  - Number-one issue for Jamaica FEAST candidates is space.
  - Fund also presents an opportunity to help local restaurants adapt and grow.
  - Possibility of syncing up with culinary program at area high school.
  - Mixed reaction on food truck eligibility (pros: less expensive; cons: not place based, not all hours).
  - Alternative proposal to include funds for:
    - Dedicated space at The Crossing for a destination restaurant;
    - Retrofitted stalls at Jamaica Market for FEAST graduates; and
    - A loan fund for restaurant startup costs potentially with eligibility geared toward local restaurants expanding operations and established restaurateurs opening restaurants Downtown.
  - *Next Steps*
    - *Follow up with BRP regarding space at The Crossing*
    - *Follow up with Queens Library re: managing the loan fund (if not, GJDC has expressed interest in managing)*
    - *Confirm cap on loan/grant funds with DOS*
- **Jamaica Arts Corridor**
  - Ensure there is capacity to upkeep art installations and lighting displays.
  - *Discussion*
    - *Is there group interest in supporting a Walk of Fame concept? If so, should this be the focus of the signature art installations? If not, what entity would manage art commissioning/management?*
  - *Next Steps*
    - *Confirm interest for lighting from King Manor, JCAL/JPAC, First Presbyterian, Grace Episcopal, etc.*
    - *Confirm “owner” for arts and lighting*
    - *Confirm budget estimates*
- **Jamaica Gateway & Archer Archways**
  - Improving the experience when emerging from the subway is most essential, including knowing where you are and where to go.
  - Prioritize elements that are most likely to go forward, i.e. for which there is strong agency support/capacity.

- Ensure that this project is integrated with the public arts and branding efforts.
- *Next Steps*
  - *Follow up with DOT to confirm project details and budget estimates*
  - *Follow up with NYC Transit to confirm receptiveness and understand budget ranges for various moves*