

STATE OF NEW YORK
CITY OF YONKERS

YEDC

Yonkers Economic Development Corporation

**Minutes of
Yonkers Economic Development Corporation
Regular Board Meeting
June 15, 2020 at Immediately following Yonkers IDA Board Meeting**

Because of the Novel Coronavirus (COVID-19) Emergency and State and Federal bans on large meetings or gatherings and pursuant to Governor Cuomo's Executive Order 220.1 issued on March 12, 2020

suspending the Open Meetings Law, the Yonkers IDA Board Meeting scheduled for June 15, 2020 will be held electronically via conference call instead of a public meeting open for the public to attend in person.

Members of the public may listen to the board meeting by calling into:

1-800-832-0736

When prompted enter:

Room# 1752666#

Code: 0000#

BEFORE:

Mayor Mike Spano – Chairman (excused)
Peter Kischak – Member
Wilson Kimball – Secretary
Melissa Nacerino – Treasurer
Cecile D. Singer – Member

IDA STAFF:

Jaime McGill – Executive Director
Mary Lyras – CFO
Samantha Young – Bookkeeper

OTHERS:

Karly Grosz, Esq. – IDA Counsel
Michael Curti, Esq. - Harris Beach PLLC, Transaction Counsel
Jim Ciliberti – IDA Accountant
Deputy Mayor Jim Cavanaugh – City of Yonkers
Marlyn Anderson – City of Yonkers

MS. MCGILL – Thank you everyone, the Mayor is still not on with us. So Cecile you would chair the YEDC meeting.

MS. SINGER – Right, I'd like to call the meeting to order. The first order of business is to call the roll call.

MS. LYRAS – Yes, Cecile Singer?

MS. SINGER – Here.

MS. LYRAS – Peter Kischak?

MR. KISCHAK – Here.

MS. LYRAS – Wilson Kimball?

MS. KIMBALL – Here.

MS. LYRAS – And Melissa Nacerino?

MS. NACERINO – Here.

MS. LYRAS – We have the Mayor excused, we have a quorum.

MS. SINGER – Alright then, let's move forward. The minutes are before you will you please look at the minutes?

MS. MCGILL – Cecile, we actually don't have the minutes for this meeting, they weren't prepared yet. So we'll address at the next meeting. So, the first item will be the financials.

MS. SINGER – Alright, so then our first order of business is before you.

MS. LYRAS – We have the financials for February, March and April 2020. For those three months we received no closing fees, our cash on hand as of April 30th is approximately \$3.3 million and we have our accountant on hand if anyone has any questions.

MS. SINGER – Are there any questions?

MR. KISCHAK – I have no questions.

MS. SINGER – If there are no questions may I have a motion?

MR. KISCHAK – I make a motion, Pete Kischak.

MS. SINGER – Is there a second?

MS. NACERINO – Second by Melissa Nacerino.

MS. SINGER – All in favor?

ALL MEMBERS – Aye (Chorus).

MS. SINGER – Any objections? Any objections?

MR. KISCHAK – No objections.

MS. SINGER – The motion is passed as submitted. Alright, the next order of business.

MS. MCGILL – The next item is a resolution for consideration, we have one resolution on it's a resolution authorizing the approval of funds for the 2020 Census, an allocation of \$100,000 from YEDC funds. We have Mike Curti on hand.

MR. CURTI, ESQ. – Yes, good afternoon members of the board before you is a resolution authorizing the expenditure of \$100,000 for the city's outreach efforts connected to the Census 2020. As many of you know every ten years here in the United States we conduct a census and much of the census' data that is accumulated is used to determine how funding is made. So, this is obviously a crucial project that would benefit the city because it enables the city to receive more economic development funds, housing funds and other monies that are crucial to the continued viability of economic development within our city. The resolution that's before you; just want to note the city was supposed to receive approximately \$185,000 in state grant to promote their outreach efforts. Unfortunately, all state grants are on hold as a result of the COVID-19 pandemic and the suspected downturn in revenues. So, it's vital that the agency, that the corporation utilize funds towards the city's efforts in this end because field outreach has been discontinued by the federal government so whatever outreach and connectivity we can have with the residents to ensure proper, accurate and fair count will be important to the available funding opportunities on a go forward basis.

MS. KIMBALL – Michael, its Wilson can you just talk about like where we are now, because last time I saw the numbers they were discouragingly low responses to the census.

MR. CURTI, ESQ. – Yes, I don't have the figures as to what the responses have been but they have discontinued field outreach meaning that the census takers won't be knocking door to door and the outreach that the city plans on conducting is especially dedicated towards hard to count areas I think they are known as HTC's. So it's really vital that the city replace the lack of funding that's been dedicated by the federal government towards this end.

DEPUTY MAYOR CAVANAUGH – Its Jim here, our response rate right now is 54% makes us the third lowest in Westchester County.

MS. SINGER – That's really a disaster for the city. Alright, are there any further questions?

MR. KISCHAK – Yes, how do we improve this?

DEPUTY MAYOR CAVANAUGH – If you want I can ask Marlyn Anderson to come in, she's been heading, she's on the Census Committee would you like me to see if she could come in and to give you a two, three minutes overview?

MR. KISCHAK – Sure.

DEPUTY MAYOR CAVANAUGH – Hold on.

MR. KISCHAK – Mike, I have question for you regarding this grant that you've said is being held up. Is it a possibility that it set to come in or no?

MR. CURTI, ESQ. – Sorry Jim.

DEPUTY MAYOR CAVANAUGH – I have Marlyn Anderson here she can tell you what the Census Committee is up to and how they were proposed to use the \$100,000. Marlyn?

MS. ANDERSON – So two things, the hard to count track, so because we don't have the resources of the census representative and enumerators right now we're not going to be able to re-chart the count areas in Nodine Hill, some of the hard to track counts and we can't reach people who are probably English, you know proficiency or demographics like African Americans, Hispanics. But people who don't have internet access, so these will be some related census efforts, would be groundwork limited, modified canvassing of these areas trying to get people more engaged in terms of seeing that we are at a low response rate but that we can get information into their hands and into maybe their residences where they lived. Also, just doing more advertising but doing other things like car parades or different outreach efforts we were thinking about some different events hosted by the City of Yonkers. Where we can actually get our complete count committee involved to do volunteer efforts to go out and try to help at maybe food bank pantries, to get people to complete their census who otherwise wouldn't be able to complete those or who still don't trust the City of Yonkers with their information to be counted at this time. Question about the New York State grant, we have, the county has told us they are not sure if that money is going to come through; 75% of the \$185,000 is going to go to the non for profit, so these agencies we wrote out the plan and submitted to the State; that is on hold so 75%. I think we allocated up to 78% for not for profit and we are the end tail of that. So, it would be up until October 31st to get a complete count. If we were to get the funds out to people now we're not even sure if they're going to be able to do some of the things that they entailed in their plan to the City of Yonkers with this time we have on our hands. So, everything now is using the money for really groundwork to try to catch up and get us where we need to be.

MR. KISCHAK – Ok.

MS. SINGER – Alright, Thank you. Are there any further questions?

MR. KISCHAK – Yes, on the advertisement of the census, are you going to use tv, you know like cable news or billboards and stuff like that?

MS. ANDERSON – Yes if you see now along Central Avenue we have our banners up. We did some PSA's, we did some advertising work in the local newspapers as well as more ads. I think we really need to get advertising, we want to do more car parades, car wrapped banners, mobile band services, things that are more visible because I think the people we need to reach are probably not going to be the ones completing their census by the internet. These are going to be people probably using the phone to dial in. So we want to really get the people who we think are not looking at, I think census ads have been running really good on television cable network just for the USCensus.gov but we really want to get mobile services more visual aid in those areas. I think around downtown Yonkers, Nodine Hill with the focus on to track that we know are the lowest. So, yes those will go to ad dollars and get eaten up very quickly and are expensive.

MR. KISCHAK – Can I make a suggestion?

MS. ANDERSON – Sure.

MR.KISCHAK – How about bumper stickers on our city vehicles?

MS. ANDERSON – We have those already, we put those on our DPW 2020. But we're going...there's additional things that we could do like have more things like, "you haven't been counted yet" but we do have those you'll see those on the sanitation vehicles now in DPW. Their called decals like magnetic decals, those are already on.

MR. KISCHAK – Ok, I'm upstate so I don't – I'm not in Yonkers lately so I'll be up there during the virus.

MS. SINGER – Also are they going to the churches? Are they enlisting the help of the churches?

MR. KISCHAK – Good idea Cecile.

MS. ANDERSON – That's a yes, we've met with clergy, spoken to clergy. We have gotten census material out to all of the clergy, the small businesses but what we want to do is get more technology probably in their hands to help out with the census since these food pantries are aware people having their first point of contact. We want to be able to do more in a sense of just give the material to say you know here complete a census but to actually get someone to help them do that. So we would be taking a portion of that budget and using it for technology. So, yes that's the plan definitely.

MS. SINGER – Well certainly I can't think of a more important thing for the future of this city right now because we depend upon the count and all of the aides we get as a result of it. Are there any further questions?

MR. KISCHAK – I have none. Thank you.

MS. SINGER – Alright, may I have a motion to accept as submitted?

MR. KISCHAK – Pete Kischak makes a motion.

MS. KIMBALL – Wilson Kimball second.

MS. SINGER – May I have a second?

MS. KIMBALL – Yes, Cecile its Wilson.

MS. SINGER – Alright, all in favor?

ALL MEMBERS – Aye (Chorus).

MS. SINGER – Any objections? Then we will have the grant of the \$100,000 which is really important. Thank you all. Is there any further business?

MS. MCGILL – We have none on this end.

MS. SINGER – If there’s no further business may I have motion to adjourn?

MR. KISCHAK – Pete Kischak makes a motion.

MS. GROSZ, ESQ. – Sorry to interrupt guys, I don’t know if you guys need it but its Karly, there’s no legal updates at this time.

MS. SINGER – There are none, alright thank you. With a motion to adjourn may I have a second?

MS. KIMBALL – Yes, its Wilson.

MS. SINGER – Thank you, the meeting now stands adjourned. Thank you for your participation.

(Meeting Adjourned)