



The City of New York
Bronx Community Board Three

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HON. VANESSA L. GIBSON
BRONX BOROUGH PRESIDENT

GLORIA ALSTON
CHAIRWOMAN EMERITUS

JOETTA BROWN
CHAIRPERSON

ETTA F. RITTER
DISTRICT MANAGER

HOUSING, LAND-USE & ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Date: Monday, September 21, 2024
Place: 1426 Boston Road
Time: 6:00 P.M.

Members Present

Kolaco Acqui, Chairperson
 Francis Dsouza
 Margo Grant
 Maurice Gray
 Michelle Holmes
 Paul Navarro
 Jeannie Ruiz

Staff Present

Etta F. Ritter
 Courtland W. Hankins, III

Guests Present

Melissa Toonkel, Ariva Inc.
All other guests names on file

Call To Order

Ms. Kolaco Acqui, Chairperson of the Housing, Land-Use & Economic Development Committee, called the meeting to order at 6:30 p.m.

Correspondence

Ms. Etta Ritter, District Manager of Bronx Community Board Three shared the following correspondence:

Adams Administration Launches NYC Industrial Plan to Boost 21st Century Economy, Support Industrial Businesses and Good-Paying Jobs

Department of City Planning (DCP) Director Dan Garodnick, Department of Small Business Services (SBS) Acting Commissioner Dynishal Gross, and New York City Economic Development Corporation (NYC EDC) President Andrew Kimball today announced the launch of the NYC Industrial Plan, a comprehensive framework to support the development of industrial businesses and jobs. Outlined in Local Law 172-2023, sponsored by City Council Majority Leader Amanda Farias, the New York City Industrial Development Strategic Plan will bolster the development and adaptation of a modern, sustainable industrial economy.

To kick off the planning process, the Adams administration is initiating a period of public engagement, which includes a multilingual survey and outreach to a wide range of stakeholders across New York City, including industrial businesses, service providers, advocates, and New Yorkers who work in and live nearby industrial businesses. In combination with robust analysis of the industrial sector's strengths and challenges today, the insights gained from this engagement will inform the NYC Industrial Plan's draft vision and goals. A draft report developed by an interagency team including DCP, EDC, SBS, the Department of Transportation, Mayor's Office of Climate and Environmental Justice, and other relevant agencies is expected in mid-2025, and the final NYC Industrial Plan will be released by the end of 2025.

"New York City is at an all-time high for private sector employment and the city continues to make the investments in people, places and sectors that will create more family-sustaining jobs, catalyze innovation and foster a competitive and resilient 21st -century economy," said Deputy Mayor for Housing, Economic Development, and Workforce Maria Torres-Springer. "I encourage all New Yorkers to participate in the process that starts today, an inter-agency, data-driven and community-informed effort to develop a citywide Industrial Plan that informs the city's policies and programs for a modern industrial sector in the years to come."

EXECUTIVE OFFICERS

Kolaco Acqui 1 st Vice-Chairperson	Kathy Morris 2 nd Vice-Chairperson	Keziah Sullivan-Norman Secretary	D'Andra Van Heusen-Thomas Treasurer	Rita Jones Sgt.-at-Arms/Parliamentarian
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"New York's industrial areas face 21st century challenges and opportunities, but are saddled with 20th century planning. We are excited to work with our agency partners to bring a fresh and thoughtful approach to industrial planning that ensures businesses, workers, and neighbors can all succeed in a 21st century economy," said DCP Director Dan Garodnick. "I encourage all local stakeholders to get involved as we embark on this industrial planning process."

"SBS's support for industrial and manufacturing businesses has included connecting them to affordable financing and providing training to New Yorkers who have the motivation to become career industrial sector employees," said NYC Department of Small Business Services Acting Commissioner Dynishal Gross. "The launch of the NYC Industrial Plan process reflects a citywide commitment to ensure that New York City is a place where manufacturing businesses can thrive for decades to come. We look forward to working closely with City Planning Commissioner Garodnick, EDC President Kimball, industrial and manufacturing business owners and partners across the city to learn and accomplish all we can."

"Finding creative ways to support economic development and small businesses throughout the five boroughs – especially within our industrial sectors – is essential to building an equitable economy for New Yorkers," said NYCEDC President & CEO Andrew Kimball. "The NYC Industrial Plan will provide a roadmap for supporting the development of industrial businesses and jobs that will continue to promote a diverse economy and make New York City a great place to live, work, learn, play, and do business."

"New York City's industrial sector is an economic engine of innovation, bringing hundreds of thousands of jobs to working New Yorkers," said New York City Department of Transportation Commissioner Ydanis Rodriguez. "We look forward to collaborating with our sister agencies on this important plan and delivering our vision for safer, greener, and more efficient movement of commercial goods."

"The NYC Industrial Plan will show the broad scope of this city's industrial sector, which includes several film & TV production studios," said Commissioner of the Mayor's Office of Media & Entertainment Pat Swinney Kaufman. "Recent additions to our city's production infrastructure will create new jobs and boost economic activity throughout the city, including in our industrial sectors, and we will continue to work with DCP, SBS and EDC to include NYC's film & TV production industry in the Plan."

"While it's pivotal that manufacturing industry remains in New York City, we must also re-imagine the potential of the city's industrial areas," said Mayor's Office of Climate & Environmental Justice Executive Director Elijah Hutchinson. "We have the capacity to lead on clean manufacturing, renewable energy, and technology innovation while benefiting the communities that have traditionally endured the most harm from industrial processes – and we are excited for the future of our industrial neighborhoods."

"We are proud to support DCP and our partner agencies in this critical initiative as we work to build a more resilient future for the city's industrial sector, which continues to be an engine of opportunity for New Yorkers," said DCAS Commissioner Louis A. Molina. "This sector plays a significant role in New York City's economy, and we are committed to ensuring that these businesses have the space and resources they need to thrive."

"I am proud to have been the prime sponsor of Local Law 172 requiring DCP, SBS, and NYCEDC to develop a citywide industrial development strategic plan. Our industrial zones have not been updated in decades and these outdated regulations have hindered the sector's growth and the growth of our local economy. The industrial workforce supports pathways to the middle class for hundreds of thousands of New Yorkers and currently has a workforce of over 80% people of color. With the renewed interest and investment in the industrial sector from the Biden-Harris Administration, every City across America should be focusing on how they can protect and bolster their industrial jobs the way New York City is. This plan will ensure that we are preparing for the future green economy, creating more union jobs, and bolstering our local economy and supply chain," said City Council Majority Leader Amanda Farias. "I look forward to supporting the survey's distribution and thank our Commissioners at DCP, SBS, and NYCEDC for kicking off this plan today!"

"This City Council, in partnership with the Department of City Planning, is prioritizing New York City's manufacturing sector in a way that hasn't been seen in decades. This is not just about protecting an essential business sector – it's about good jobs, a skilled workforce, green energy, our supply chain and so much more. Manufacturing is a quiet but integral part of the ecosystems of this City and this strategic focus ensures that we're building a modern, sustainable industrial economy that benefits everyone. It's a win-win for the city, the economy, its residents, and the environment," said Council Member Jennifer Gutiérrez, M-Zone Coalition lead.

"I am excited to see a comprehensive framework that will support the growth of industrial businesses and create quality jobs across our city. The Jamaica Industrial Business Zone in my district is a prime example of a thriving hub with great potential, but also faces unique challenges coexisting with an increasingly residential community," said Council Member Dr. Nantasha Williams. "This plan represents a crucial step toward ensuring a balanced and sustainable future for industrial development in Jamaica and beyond. By working together, we can create a pathway for innovation, investment, and opportunity that benefits all New Yorkers."

New York's industrial sector plays an important role in the city's economy, encompassing more than 590,000 public and private sector jobs across sub-sectors of construction, transportation and logistics, wholesaling, information and media, manufacturing, waste management, repair, and energy/utilities. The Industrial Plan comes at a pivotal moment, as the sector adapts to modern business needs and faces challenges such as competition for space and climate change. The plan will serve as a guide for policymakers to support businesses, workers, neighbors and neighborhoods, and the industrial sector as a whole.

In addition to the survey, the NYC Industrial Plan is launching with a website that features new research on the composition and geography of the industrial sector, as well as early descriptions of the challenges it faces and role it plays in the city's evolving economy. The final plan will include additional detailed research on land use and development conditions in the city's industrial areas, market research on the growth patterns and space needs of industrial businesses, information on the infrastructure and environmental challenges of industrial areas, and the first ever designation of "Primary Industrial Areas," a new classification for predominantly industrial areas.

The NYC Industrial Plan will build on recent and ongoing initiatives across New York City, including:

- the adoption of City of Yes for Economic Opportunity, which updated the city's commercial and manufacturing zoning for a modern economy;
- the Green Economy Action Plan, which laid out a vision, analysis, and policy blueprint for how the city will grow "green jobs," especially those in industrial sectors;
- the EJNYC Report and Mapping Tool which assess key environmental justice issues facing the city;
- the development of a Last-Mile Facility Zoning Text Amendment, led by the Department of City Planning;
- the Truck Route Network Redesign, led by the NYC Department of Transportation;
- the comprehensive freight strategy detailed by NYC DOT in Delivering New York and Delivering Green; and
- the Blue Highways initiative to explore waterborne freight and modernize marine infrastructure, led by NYC DOT and NYC EDC.

"We are pleased to see the next crucial step in safeguarding and advancing New York City's vital industrial sector through the launch of the Industrial Development Action Plan's public engagement phase. We are particularly heartened by the City's commitment to proactively engage industrial business service providers and community advocates, ensuring that diverse voices are heard throughout the process," said Christopher Casey, Senior Campaign Organizer at the Association for Neighborhood and Housing Development (ANHD). "ANHD will continue working with our member and ally organizations, City agencies, and the City Council to ensure that New York's industrial sector remains vibrant, resilient, and a source of economic stability for generations to come."

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"The New York Building Congress is pleased to support the Department of City Planning, Department of Small Business Services, and the Economic Development Corporation on the launch of the New York City Industrial Development Strategic Plan," said Carlo A. Scissura, Esq., President and CEO of the New York Building Congress. "By assessing the needs and building out a comprehensive framework, this interagency initiative will help reinvigorate our city's robust industrial sector and allow it to meet our current—and future—needs. On behalf of our entire Board, I look forward to seeing the vision and goals put forth by this plan, and the positive impact it will have on the development of industrial businesses and jobs."

"We are grateful for the NYC Council's efforts to conduct a comprehensive review of industrial NYC to achieve their goal of supporting economic development and the expansion and retention of businesses in the industrial sector. We look forward to working with NYC DCP to ensure that NYC's land use, capital investment and other city policies are aligned to achieve our shared goal of growing industrial businesses and jobs throughout NYC," said Leah Archibald, Executive Director, Evergreen.

"We are encouraged that the City continues to recognize the importance of the industrial sector and the diversity of manufacturing jobs that underpin New York City's resilient and growing economy. The launch of the Industrial Action Plan is a key policy initiative that will protect the sector and the good paying, middle class jobs that it supports," said Brian T. Coleman, CEO of Greenpoint Manufacturing and Design Center. "GMDC is proud to have partnered with our Industrial Jobs Coalition advocates and lead agencies at EDC, DCP, and SBS, to shape the strategic goals of the Industrial Action Plan. We also thank the City Council, DCP Chairman Garodnick, and the M-Zone Coalition Councilmembers, for their continued support of and advocacy on behalf of the industrial sector."

"The Industrial Development Action Plan represents a pivotal step towards fortifying New York City's industrial sector. This comprehensive citywide initiative aims to collectively plan for the future, striving to sustain well-paying jobs and transition into the green economy. BOC Network is pleased to support this plan, as it allows us to unite in pursuing common goals and achieving key policy objectives to support the expansion of industrial businesses and the quality jobs they provide local communities. The plan safeguards and expands our industrial foundation, propelling the city toward a more resilient and thriving future," said Quincy Ely-Cate, Director of Industrial Business Development, Business Outreach Center (BOC) Network.

"We commend DCP for taking a comprehensive approach with the LL172 Project, especially as industrial sectors have evolved so much over the past two decades," said Laura Rothrock, president, Long Island City Partnership. "This plan, the first since the Bloomberg administration, is a crucial step in addressing these changes and ensuring that industrial businesses—especially those in key hubs like Long Island City—remain supported and prepared for the future. We're excited to collaborate on public engagement efforts to make sure the plan truly reflects the needs of the industrial community in LIC and beyond."

"Regional Plan Association (RPA) supports the launch of the NYC Industrial Plan," said Tiffany-Ann Taylor, Vice President of Transportation at RPA. "As part of the city's post-COVID recovery, industrial businesses and jobs were essential to our strong economic recovery. Creating a comprehensive framework to protect and grow this sector is necessary for our region's continued prosperity and sustainability. We applaud this effort towards inclusive engagement with multilingual surveys and look forward to a robust analysis to better understand current challenges and opportunities facing this community today."

"This comprehensive, first of its kind in New York City plan presents an opportunity to reimagine policy to meet the needs of the industrial economy for the 21st century," said Jesse Lazar, executive director, American Institute of Architects New York (AIANY). "We are thrilled to see this plan begin to take shape, building off AIANY's Delivering the Goods report, to critically examine the changing needs of the sector and the growing challenges due to climate change and competition for space in the city."

Approval of Minutes

It was motioned by Keziah Norman-Sullivan and seconded by Maurice Gray to approve the May 20, 2024 minutes, with any necessary corrections.

Presentation

Melissa Toonkel, Assistant Director of Financial Capabilities Program, Ariva Inc.

Topic: Discuss Ariva Inc. free program services: financial counseling, tax preparation, and small business startup support.

Ms. Acqui, introduced Ms. Toonkel, Assistant Director of Financial Capabilities Program, Ariva Inc., to those in attendance.

Ms. Toonkel presented the following overview of Ariva, Inc. services:



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All Are Welcome for Free & Confidential Financial Counseling

Ariva exists to help people in The Bronx and New York City build more prosperous lives, supporting their first steps toward long-term wealth building. We offer free financial counseling programs at many locations throughout the Bronx and across New York City and serve more than 3,500 families each year. Year-round, we offer NYC residents one-on-one confidential advice about how to manage money and build wealth, from establishing credit to reducing debt and creating savings. Our programs can accommodate your schedule and can be customized to meet your goals and needs.

Financial counseling is free and confidential, regardless of income or immigration status. You must be at least 18 years old to receive financial counseling services.

We can help you:

We personalize our financial counseling programs for you. We work to understand your challenges and goals. Our financial counselors help you customize a specific plan for you and your needs.

- Open an affordable bank account
- Reduce and manage debt
- Establish and improve your credit score
- Learn to budget and manage money
- Increase your savings and build assets
- Prepare to buy a home or rent an affordable apartment
- Help make payments to the IRS
- Understand the importance of filing taxes
- How to obtain an ITIN number, if you do not qualify for a SSN
- Achieve your financial goals!

SESSION 1

We'll assess your financial health, pull your credit report, and develop a plan to reach your personal goals.

SESSION 2

We'll assess your progress and support you in setting and reaching any new goals.



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Partnering with Community Based Organizations

- When partnering with community-based organizations, our highly experienced financial counselors can provide pop up counseling days at the organization
- The site manager would provide a client list for the day with about 10 or more clients scheduled, as some may not show, and the counselor can meet with these clients individually.
- Sessions usually last for about 45 minutes each, and this is so we can provide unique, person-centered services individualized to each person.
- The long-term goal for Ariva is to build strong ongoing partnerships with community-based organizations in the hopes that eventually they would host our counselors on a weekly basis, one to two days a week.
- We can also provide workshops on becoming an entrepreneur, credit building, banking, and so much more.
- Ariva counselors also attend local community events and fairs.
- Ariva Managers and come out to present to local partners.
- Current partners include: CUCS (Center for urban Community Services), PEP (Parkchester Enhancement program for Seniors) POTS (Part of the Solution), Bronx Workforce 1, Mexican and Ecuadorian Consulates (Manhattan), Hunts Point Alliance for Children.

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Ready to Rent Program



Many low income and vulnerable New Yorkers do not realize how much their credit history and finances play a role in their eligibility for NYC housing. Ariva's Ready to Rent program provides free financial counseling and support to low-income New Yorkers looking to apply for NYC's housing lotteries through the Housing Connect online portal.

Financial counselors can support clients with filling out the application, organizing their documentation if they are selected for housing, pulling their credit and discussing debt management, building healthy credit, creating a plan for paying bills, realistic budgeting strategies, saving, opening bank accounts, preparing for the housing interview, and making sure the client is fully prepared to move in should they be called for the lottery/accepted for housing.

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Micro-Entrepreneur Program



Our Micro Entrepreneur program is designed to assist small businesses, street vendors, self-employed individuals, and individuals who want to become self-employed but may not know where to start.

Ariva's highly trained program staff can support clients:

- to attain their licenses/permits/certifications
- assist with sales tax reporting
- registering with the Department of Tax & Finance
- obtaining their EIN (employee identification) and/or ITIN (individual tax ID number)
- provide a free financial Health Assessment
- help to create trademarks
- building business social media profile; provide employer education workshops
- help accessing affordable loans and grants;
- help building a business plan, and so much more.

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ITIN

ITIN stands for:

Individual Taxpayer Identification Number.

The IRS issues Individual Taxpayer Identification Numbers (ITINs) to people who need to file taxes, but don't qualify for Social Security numbers (SSNs).

The IRS will also issue ITINs to dependents who can be claimed on a tax return but don't qualify for Social Security numbers.

WHO QUALIFIES?

If you have income that must be reported to the Internal Revenue Service (IRS)

Your spouse or dependent does not qualify for a Social Security number

If you entered the United States before July 1, 2023 (to apply in 2024)

- ITINs are issued by the IRS specifically to pay federal taxes.
- While the IRS issues them solely for this purpose, ITINs may sometimes be accepted for other purposes.
- Qualify a dependent for Child Tax Credit Purposes.
- Open a Bank account
- Establish Credit
- Obtain an Employer Identification Number (EIN)

Benefits Integration



Our goal is to support the financial stability of our clients.

Income boosting for low-income individuals and families.

Accessing benefits helps individuals and families to cover needed expenses such as food, medical attention, transportation, internet access, and more...

Supporting clients with applying, and throughout the application process

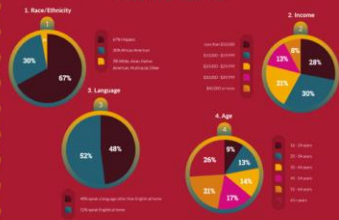
Aiva's Impact and Communities served

WHERE WE ARE



1. Aiva at Queens Plaza
100-10 Queens Blvd
Flushing, NY 11357
Tel: 718-224-1234
2. Aiva at Manhattan
123 W 45th St
New York, NY 10036
Tel: 212-555-1234
3. Aiva at Bronx
456 E 149th St
Bronx, NY 10454
Tel: 718-555-5678
4. Aiva at Richmond
789 Avenue C
Brooklyn, NY 11222
Tel: 718-555-9012
5. Aiva at Westchester
101 Main St
Yonkers, NY 10590
Tel: 914-555-3456
6. Aiva at Albany
202 State St
Albany, NY 12242
Tel: 518-555-7890
7. Aiva at Buffalo
303 Main St
Buffalo, NY 14202
Tel: 716-555-2345
8. Aiva at Rochester
404 Main St
Rochester, NY 14602
Tel: 716-555-6789
9. Aiva at Syracuse
505 Main St
Syracuse, NY 13202
Tel: 315-555-0123
10. Aiva at Binghamton
606 Main St
Binghamton, NY 13902
Tel: 607-555-4567
11. Aiva at Elmira
707 Main St
Elmira, NY 14801
Tel: 607-555-8901
12. Aiva at Oneonta
808 Main St
Oneonta, NY 13827
Tel: 607-555-2345
13. Aiva at Cortland
909 Main St
Cortland, NY 13820
Tel: 607-555-6789
14. Aiva at Seneca Falls
1010 Main St
Seneca Falls, NY 13155
Tel: 315-555-0123
15. Aiva at Canastota
1111 Main St
Canastota, NY 13617
Tel: 315-555-4567
16. Aiva at Hamilton
1212 Main St
Hamilton, NY 13346
Tel: 518-555-8901
17. Aiva at Fulton
1313 Main St
Fulton, NY 13061
Tel: 315-555-2345
18. Aiva at Lewis
1414 Main St
Lewis, NY 13090
Tel: 315-555-6789
19. Aiva at Madison
1515 Main St
Madison, NY 13763
Tel: 518-555-0123
20. Aiva at Warren
1616 Main St
Warren, NY 13608
Tel: 518-555-4567
21. Aiva at Hamilton
1717 Main St
Hamilton, NY 13346
Tel: 518-555-8901
22. Aiva at Fulton
1818 Main St
Fulton, NY 13061
Tel: 315-555-2345
23. Aiva at Lewis
1919 Main St
Lewis, NY 13090
Tel: 315-555-6789
24. Aiva at Madison
2020 Main St
Madison, NY 13763
Tel: 518-555-0123
25. Aiva at Warren
2121 Main St
Warren, NY 13608
Tel: 518-555-4567

WHO WE SERVE



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Aiva's Impact and Communities served



"I've always liked serving. Coming from a small family - my parents are from the Dominican Republic - we rely on community. I grew up with that, your village, your community, you help one another... [Many clients at Ariva], they don't have a banker who speaks their language. Spanish is my first language. It makes me happy that they are comfortable and can ask questions [while I prepare their taxes]. People are waiting in line in the cold to get a \$63 refund from the state, so you know it makes a big difference to them. It's a really wonderful project. Every year I go back."

Carmen Paulino, Volunteer

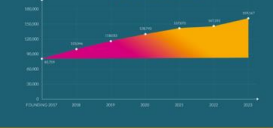
Here for the Bronx: We are committed to bringing tax dollars back to the Bronx community, so we work hard to make our free tax preparation services available to as many Bronxites as possible. With the collaboration of our extraordinary community partners, in 2023 we operated 11 tax sites including three year-round and two virtual sites.

Our Commitment to Immigrant Communities: In 2023, we continued our commitment to supporting New York City's hard-working immigrants. We work and partner with several Latin American Consulates and Immigrant serving organizations, including the Mexican Consulate, the Colombian Consulate, and the Consulate of El Salvador. We provide one-on-one counseling, support in applying for the NYC housing lottery, and free tax preparation.

BY THE NUMBERS

2023			
8,279	3,496	566	329
Free tax preparation services	Financial counseling services	Financial counseling services	Financial counseling services

OVER THE YEARS



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Thank you

Melissa Toonkel
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Bronx NY 10453
(315) 547-0298 ext.318
<https://ariva.org/>



Let's Partner Together

Offer Free Financial Services to Your Community
If your community needs more access to financial resources in New York City, we are here to help. We partner with dozens of other community-based organizations to host year-round and seasonal tax sites and a variety of our financial counseling services, Financial Empowerments Centers, Ready To Rent, and our Bronx Initiative. We'd love to work with you, too!



Ms. Toonkel concluded her presentation.

Questions were entertained and answered satisfactorily.

Old Business / New Business

Ms. Ritter urged those in attendance to complete the 2026 District Needs Survey.

Ms. Ritter mentioned that the top three 2025 District Needs were 1. Affordable Housing 2. Crime & Public Safety 3. Youth Services. As of today, based on the the current responses for the 2026 District Needs Survey, the top three needs are 1. Affordable Housing 2. Crime & Public Safety 3. Quality of Life.

Ms. Ritter stated that multiple city agencies are working together to address the dump site within the alleyway abutting the following properties: Cross Bronx Plaza Mall (located at 961 East 174th Street), 1003-1007 East 174th Street, and 1769, 1801, 1817, 1829 Boone Avenue. The alleyway has become an unsitely and unhealthy dumping ground for hazardous materials including motor oil, brake fluid, transmission fluid, battery acid, anti-freeze, tires, brake pads, organic waste, construction debris, electronic waste, and discarded furniture. This has led to a sever rat infestation, posing significant health and safety risks for nearby residents and the broader community.

Ms. Ritter mentioned that Bronx Community Board Three will contact the NYC Department of Health to assist in addressing the harm reduction needs in Eae J Mitchell Park.

Adjournment

The meeting was adjourned at 8:14 p.m.

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