



**Brooklyn Economic Development Corporation  
Community Economic Development Council**

**Quarterly Meeting**

**June 26, 2007**

**8:30 – 10:30**

**Brooklyn Economic Development Corporation  
175 Remsen Street, Suite 350**

**AGENDA**

**8:30 – 9:00 a.m.**

***Continental Breakfast***

**9:00 –**

***Welcome Remarks***

***Joan Bartolomeo, President, BEDC***

***Matthew Rao, Project Manager for Community  
Development, BEDC***

***Presentations:***

***The Cinderella Program and Storefront  
Improvement***

***Renee McClure, Program Manager for Community  
Affairs, Keyspan Energy***

***Redefining Economic Development-NYC***

***Alyssa Katz, Communications Consultant, Pratt  
Center for Community Development***

***Question and Answer Session, Discussion***

**10:30 a.m.**

***Closing Remarks***

***Joan Bartolomeo***



## **Redefining Economic Development-NYC Blueprint for Economic Development**

**What is Redefining Economic Development-NYC? Redefining Economic Development-NYC is a network of community-based housing developers, job training providers, faith-based organizations, labor unions, economic, immigrant and environmental justice organizations, credit unions, academics and advocates working together to create a shared vision for the city's growth.**

**Who is involved with Redefining Economic Development-NYC? The network is coordinated by the Pratt Center for Community Development, the Brennan Center for Justice and New York Jobs with Justice. Active members include NEDAP, Urban Justice Center, New York Immigration Coalition, the Fiscal Policy Institute, Good Jobs New York, WEACTION, Laborers Local 79, Fifth Avenue Committee, WHEDCO, New York Industrial Retention Network, the Environmental Defense Fund, Community Voices Heard, and FUREE.**

**What are the network's goals? The network's goals include having the city and state government adopt baseline standards for economic development that would address inequality broadly, promote environmental sustainability and justice, create affordable housing, tie public subsidies to public benefits and make communities true partners in city planning.**

**In the short to medium term, Redefining Economic Development-NYC intends to create a blueprint of best practices and baseline development standards that would give meaning to this broad vision. Potential opportunities to mobilize around and engage include the Bloomberg Administration's 2030 sustainability plan, the 2009 mayoral and City Council elections, the new state administration in New York, the 2008 and 2010 State Senate elections and various commissions established by Mayor Bloomberg and Governor Spitzer that relate to economic development. The blueprint is also intended to create a lasting document or set of documents that would transcend a given window of opportunity and could be used in a variety of ways including policy campaign development, holding elected officials accountable, popular education programs and efforts to engage the media and create public dialogue.**

**How will this blueprint be developed? Active members of the network or the blueprint committee agreed to divide the work of developing the blueprint into different broadly issue-based working groups. The initial groups include job creation and sectoral planning (coordinated by the Brennan Center), housing and neighborhood development (coordinated by the Urban Justice Center), economic security and business development (coordinated by NEDAP), environment, infrastructure and transportation planning (coordinated by the Pratt Center), planning for community and family services (coordinated initially by the Pratt Center) and workforce development.**

**What are the timelines for developing this blueprint? Redefining Economic Development would like to have a complete version of the blueprint by the end of 2007. To do so, the network has proposed that working groups convene by mid-February to mid-March to prepare a plan to develop recommendations. March through July would be used to research and develop these proposals. The broader blueprint committee would meet in July to review recommendations and plan for the next phase of the process. August and September would be used to solicit feedback from community and labor organizations, advocates, academics and other experts, and make needed revisions. October through December would be used to convene the blueprint committee to secure consensus on**



recommendations, produce the blueprint document(s) and plan for the document(s) distribution and use.

*To join or learn more, please contact Bikku Kuruvila, [bikku@nyjwj.org](mailto:bikku@nyjwj.org).*

### **KeySpan Energy's Cinderella Programs**

KeySpan invests in the communities it serves through several programs that support development of housing and the growth of businesses. One of the most famous examples of our efforts is the award-winning Cinderella Program. In 1966 we created Cinderella, a program which has stimulated the renovation of hundreds of homes and storefronts. In 2003 we created the Green Cinderella program.

The original concept for the Cinderella program was to demonstrate that by making a modest investment, excellent housing stock could be refurbished into great living space. We also recognized that another critical component to the restoration of our territory was the commercial strips that adjoined the housing areas. For almost 40 years we have led an intense program of community development and support that has received widespread attention through the years.

Our response to this problem was to also work with local shopping districts, encouraging owners to improve their stores with the help of Cinderella grants. Cinderella became a model that has been copied by other cities throughout the United States, and in other countries as well. With a Cinderella grant and additional funding from the New York City Partnership, 70 units of two-family housing were recently built in the Bedford Stuyvesant section of Brooklyn as part of a multimillion dollar development of affordable housing. Local businesses are also being helped.

While the need for affordable housing remains a top priority for New York City and many surrounding counties, the management of energy and other natural resources must be addressed. KeySpan has taken a proactive approach by expanding our signature Cinderella program to include the innovative use of "Green" technology. This program provides grants to raise awareness and to spark interest in the development in the next generation of building technologies utilizing "green" components.

*For more information, please contact Renee McClure at [rmcclure@keyspanenergy.com](mailto:rmcclure@keyspanenergy.com)*