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FLATIRON BID CONDUCTS FIRST ANNUAL MEETING

NEW YORK – As the song says, it was a very good year.

That was the consensus as the Flatiron/23rd Street Partnership Business Improvement District conducted its first annual meeting on June 14 before some 140 members and guests who heard highlights of the BID's first year as well as projections for the upcoming 12 months.

The two-hour meeting, held at Cipriani 23rd Street in 200 Fifth Avenue, was enlivened by guest speakers Scott Stringer, Borough President of Manhattan, and Robert Walsh, Commissioner of New York City's Department of Small Business Services, and by opening remarks from Robert B. Frankel of GVA Williams Real Estate, Chairman of the BID.

Key first-year initiatives were reviewed by Executive Director Jennifer Brown, who covered everything from the creation of the “intersection” logo through the launch of the Clean Streets and Public Safety programs and the BID's neighborhood assessment surveys, as well as the newly launched street-banner campaign.

James Buslik of Adams & Company Real Estate, who serves as the BID's Treasurer and Chairman of the finance committee, reviewed the BID's financial position, while Ms. Brown discussed the budget for fiscal year 2008.

Three new board members were elected: Rick Beltz, a senior vice president at Meringoff Properties; Mark Maynard-Parisi, a managing partner of Blue Smoke Jazz Standard, which is part of the Union Square Hospitality Group; and Jim Lloyd, assistant vice president of campus operations at Baruch College. Rick Locker of the law firm Locker Greenberg & Brainin is Chairman of the BID's nominating committee.

Special awards were given to all board members who have served since the BID's inception, the majority of whom were involved prior to the official launch last July. In addition, Brown presented the BID's first Outstanding Service Awards, to be presented annually to employees who “have served the district admirably during the course of the year.” They went to Adel Ben (Benny) Brika, the lead supervisor of the Clean Streets team, and to Assan Diouf, a member of that team. Those attending the meeting were also treated to a slide show of highlights of the past year plus a series of posters depicting a chronological history of the BID's first year.

“It is wonderful that so many members of the BID community came to our first annual meeting to help us celebrate the successes of our first year and to discuss our future plans,” said Ms. Brown. “We welcome the new individuals who were elected to serve on our Board of Directors and look forward to continuing our efforts in the neighborhood in the years to come.”

About the Flatiron/23rd Street Partnership

The Flatiron/23rd Street Partnership Business Improvement District (www.discoverflatiron.org) is a not-for-profit organization formed in 2006 by property owners, tenants, city officials and others with a stake in the community, an approximately 38-block area with borders extending from 21st Street to 28th Street and from Third Avenue to Sixth Avenue. The mission of the Partnership is to make a great neighborhood even better by making it cleaner, safer and more beautiful through supplemental sanitation and security services, the promotion and marketing of the area's diverse offerings and undertaking additional neighborhood improvements.

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