



FIRST MEETING OF THE ARTS, EDUCATION, AND TOURISM ADVISORY COUNCIL
FEBRUARY 13, 2002, 5:30PM – 7:30PM
DOWNTOWN ALLIANCE
LMDC BOARD MEMBERS: MADELYN WILS AND HOWARD WILSON

Lower Manhattan Development Corporation (LMDC) Board Members Madelyn Wils and Howard Wilson welcomed the group and thanked the Downtown Alliance for hosting the meeting. They also recognized Speaker Gifford Miller who was present at the meeting. Ms. Wils and Mr. Wilson then asked each member of the Advisory Council and ex-officio member to introduce themselves.

Tara Snow, Vice-President for Government and Community Relations of the LMDC gave a brief overview of the LMDC and the role of the Advisory Council. Ms. Snow emphasized the importance of their organization in Lower Manhattan. Ms. Snow went on to say that the cultural organizations and academic institutions generate economic activity, create a better quality of life and can contribute greatly to the revitalization of Lower Manhattan. They will be a very important partner in the effort to revitalize Lower Manhattan. Ms. Snow stressed how important public participation will be throughout the redevelopment process and that the Arts, Education and Tourism will provide valuable input and expertise to the LMDC.

Eileen Mildenberger from the Empire State Development Corporation (ESD) was then introduced and provided the Advisory Council Members with a brief overview of the World Trade Center Disaster Action Plan for the Business Recovery and Economic Revitalization currently being administered by ESD. Ms. Mildenberger briefly described the plan which provides funds to businesses and not-for-profits for job retention and attraction, business information, infrastructure rebuilding and administration. Ms. Mildenberger responded to questions from the Advisory Council members regarding the plan. Mr. Crotty and Ms. Wils then invited the Advisory Council members to talk about their ideas and concerns.

One of the major points of discussion surrounded the need to get the word out that Lower Manhattan is safe, open for business and functioning at full capacity. While the efforts of the Downtown Alliance and NYC & Co. were acknowledged, it was agreed that more needs to be done. Several specific ideas were discussed as to how to best accomplish this. They included more emphasis on advertising and promoting Lower Manhattan and historic sites and cultural institutions that are there. More coordination

and promotion of activities and festivals that are going on and will occur over the next several months was also suggested. There was a suggestion to create a comprehensive marketing plan for Lower Manhattan that would be based upon the history of downtown and the national, state and city historic assets that are so important to understanding the great history of Lower Manhattan. Creating Visitor's Center throughout Lower Manhattan was also suggested, similar to those in Times Square, to give visitors an orientation point and an opportunity to learn about all of the tourist attractions, restaurants, shops, etc. available to them throughout Lower Manhattan. Suggestions were also made to illuminate landmarks, planting/beautification projects and streetscape enhancements to improve the quality of life in Lower Manhattan.

Representatives from downtown educational institutions all stressed their commitment to staying downtown and many expressed an interest in expanding their facilities. Projects included the creation of a new public high school in Lower Manhattan and new dormitory facilities.

Transportation and accessibility issues were also discussed. In addition to the difficulty of getting around downtown because of street closures, Council members agreed that pedestrian travel between different neighborhoods is problematic. Ideas discussed were the Second Avenue Subway, expanded ferry service and improved pedestrian mobility.

Tara Snow indicated there would be funding available for tourism and asked the members of the Council to submit proposals for tourism projects to the LMDC.

Ms. Wils and Mr. Crotty thanked the members for attending. The meeting adjourned.