

# Jamaica Center BID

# NEWS

Winter 2009

## WELCOME TO THE JAMAICA CENTER BID NEWSLETTER



Executive Director  
Brigit Pinnell

For nearly thirty years, the Jamaica Center Improvement Association (the Business Improvement District, i.e. BID) was formed to help our community succeed, and it continues to do so today. Committed to creating a harmonious

greater Jamaica and enhancing the quality of life in the district, the BID is a not-for-profit organization that provides supplemental sanitation services, marketing and promotion, business assistance, retail development, streetscape improvements, and community advocacy.

The *Jamaica Center BID Newsletter* will ensure our members and the community are up-to-date with BID programs and initiatives, special events, and information that impacts the

district.

The newsletter is just one of many initiatives the BID will be rolling out in the coming months.

To learn more about the BID and what it can do for you, visit [www.jamaicacenter.org](http://www.jamaicacenter.org), or contact us at 718-JAMAICA (526-2422) or via email at [info@jamaicacenter.org](mailto:info@jamaicacenter.org).

As the new Executive Director, I look forward to working with you.

Sincerely,  
Brigit Pinnell

## Santa Land Returns to Jamaica Avenue

Santa Land returned to Jamaica Ave., bringing laughter and memories to those who came to see their favorite Santa Claus. Families flocked to the Multiplex Theater lobby at Jamaica Ave. and Parsons Blvd. to have their photo taken with Santa, while children and adults, alike, made sure to tell him their Christmas wish list.

The BID hosted the month-long event that ran every Thursday through Sunday, from November 28 through December 21.

Known for their high quality photographs

and extremely friendly staff, Cornelius Greene Photography was on hand to capture the holiday spirit.



Photo provided by Cornelius Greene Photography



## HOLIDAY LIGHTS SHINE BRIGHT

You may have noticed the new holiday lights along Jamaica Avenue and Union Hall Street this year.

The lights include thirty-six streamer decorations that hang above the street, two "Welcome to Jamaica" signs, and three oversized 3-D snowflakes along Jamaica Avenue at Parsons Blvd., 168th St., and 148th St.

The change in holiday lighting is a result of a new contract signed with holiday display provider, Illuminations by Arnold.

- Welcome to the Jamaica Center BID Newsletter
- BID Hosts 29th Annual Meeting
- New Holiday Lighting
- Streetscape Updates
- Santa Land Returns
- Vacancy Listing for Property Owners

INSIDE



## BID HOSTS ANNUAL MEETING: FORMER ED & PRESIDENT HONORED

The BID held its 29th Annual Meeting on December 10 at the Harvest Room in the Jamaica Market.

At the Meeting, former Executive Director Janet Barkan and former President Claude Brodwell, were honored for their years of service and commitment to the organization and the community. Board Member Daniel Kulka highlighted Janet and Claude's accomplishments and invited Janet's husband, Joel Barkan, and Claude's widow (and BID Board Member), Katherine Brodwell, to unveil a plaque made in Janet and Claude's honor.

The plaque will be installed on the Jamaica Multiplex building at Jamaica Ave. & Parsons Blvd. thanks to the property owner, and BID Secretary, Michael Mattone.

Keynote Speaker, John Williams of the New York State Energy Research & Development Authority (NYSERDA) spoke about energy policy as well as energy saving initiatives and programs available to property and business owners.

Jeremiah Simmons was elected to the Board. Board Members Daniel Kulka, Michael Mattone, Rose Boord, and Aaron Schwartz were all re-elected.

Executive Director Brigit Pinnell

presented the Annual Report, highlighting last year's accomplishments and goals for 2009. For a copy of the Annual Report, contact the BID office at 718-526-2422 or email [info@jamaicacenter.org](mailto:info@jamaicacenter.org).

At the Board Meeting held following the Annual Meeting, property owner George Silva was elected to fill a vacant Board seat. Officers reappointed include Michael Hirschhorn as President, Norman Fairweather as Treasurer, and Michael Mattone as Secretary. Business owner Edwin McCray of Nubian Heritage was appointed the new BID Vice President.



Joel Barkan with Plaque



Staff Member Nasima Rahman Welcomes Attendees



Keynote Speaker John Williams of NYSERDA



## Sidewalk Pavers Repaired Attn: Property Owners

The BID recently conducted a complete survey of the District's brick sidewalks and found a number of locations in need of repair where bricks were broken, dislodged or missing.

This fall, the BID's contractor, Academic Stone, repaired the sidewalk at twenty-four locations. Repairs will resume in the spring.

Many retailers and brokers call the BID office for information on available space in the district. The BID maintains a vacancy list for retail and commercial/office space for lease. If you have vacant space to lease, and wish to be added to our list, contact Brigit Pinnell at 718-526-2422 or via email at [bpinnell@jamaicacenter.org](mailto:bpinnell@jamaicacenter.org).

### It's Cold Out There!

Every Thursday until March 6 from 11am-1pm, Grace Church's Warming Center will be open, offering hot refreshments and a warm refuge from the outdoor cold. 55-24 90th Avenue, corner of Parsons Blvd.

## STREETSCAPE UPDATES

### Pedestrian Refuge

A two-year study of pedestrian intersection crashes revealed the crossing at Jamaica Ave. & Parsons Blvd. ranked second in Queens. To increase pedestrian safety, DOT built a pedestrian refuge island at that location last month. The island, situated in the center of traffic on Jamaica Avenue, just east of Parsons Blvd., is expected to significantly decrease the number of pedestrian/vehicular accidents in the area.

The refuge will also beautify the district. Expected to begin in the spring, the Department of Parks and Recreation will be planting on the pedestrian island.

### Street Lights

For many years, the BID has been actively advocating for the replacement of the district's dilapidated street lights. Partially due to these efforts, funding is now committed for the project thanks to elected officials and the Dept. of Transportation (DOT). DOT recently concluded its lighting survey and is in the process of preparing a report that will be used in its presentation to Community Board 12 and the Design Commission. Pending approval by both, the project is scheduled to go to bid in the Spring, with installation to begin as early as Fall 2009. As part of the Mayor's PlaNYC initiatives, the new lights will be energy efficient.