

CITY COUNCIL  
CITY OF NEW YORK

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TRANSCRIPT OF THE MINUTES

Of the

COMMITTEE ON GOVERNMENTAL OPERATIONS

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JUNE 17, 2021  
Start: 10:35 A.M.  
Recess: 10:47 A.M.

HELD AT: REMOTE HEARING VIRTUAL ROOM 1

B E F O R E: CHAIR FERNANDO CABRERA

COUNCIL MEMBERS: FERNANDO CABRERA  
YDANIS RODRIGUEZ  
STEVEN LEVIN  
BEN KALLOS  
ALAN MAISEL  
BILL PERKINS  
KEITH POWERS  
KALMAN YEGER  
DARMA DIAZ

A P P E A R A N C E S (CONTINUED)

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3 SGT. JONES: PC started.

4 SGT. PEREZ: Backup is rolling.

5 DIRECTOR OF SECURITY: Good morning and  
6 well to today's remote New York City Council hearing  
7 of the Committee on Governmental Operations. At this  
8 time, would all panelists please turn on their video  
9 for verification purposes and please place all  
10 electronic devices to vibrate or silent mode. Thank  
11 you for your cooperation. Chair Cabrera, we are  
12 ready to begin.

13 CHAIR CABRERA: Thank you so much. Good  
14 afternoon. I am Council Member Fernando Cabrera,  
15 Chair on the Committee on Governmental Operations. I  
16 want to start off by thanking the members of the  
17 Committee joining us today. Today, the Committee  
18 will be joining, will be voting on two pieces of  
19 legislation; Introduction number 2257, sponsored by  
20 myself, will require the Board of Standards and  
21 Appeals upon issuing a decision affecting the use of  
22 a partial lane to have a copy of that decision  
23 recorded in the county in which the property is  
24 located. This will ensure that BSA decisions  
25 affecting property in Manhattan, Brooklyn, Queen, and

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2 the Bronx will be available in the automatic city  
3 register information system. Decision affecting  
4 properties (inaudible) will be available in the  
5 electronic recording system maintained by the  
6 Richmond County Clerk. The Committee previously  
7 heard this legislation on Tuesday, June 8th. The BSA  
8 needs this legislated noted to improve its  
9 transparency and I urge my colleague to vote I on the  
10 Bill. The second Bill the Committee will vote on is  
11 proposed Introduction number 2313A sponsored by  
12 Council Member Ydanis Rodriguez which will create an  
13 Office of Ethnic and Community Media and place  
14 certain requirements on agency advertising spending.  
15 The Committee previously heard this legislation on  
16 Tuesday June 8th when we heard from representatives  
17 of ethic and community media outlets, we are so  
18 grateful for the work these trusted messengers do  
19 tirelessly communicating critical and relevant  
20 information to New Yorkers from all walks of life.  
21 In the last several years, multi-lingual campaigns  
22 conducted by the city have become the norm. We saw  
23 this with the initial I.D. NYC rollout and mostly  
24 with the city's census campaign and COVID-19 rapid  
25 response in 2020. Since the Mayor directed the

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2 agencies to spend at least half of the advertising  
3 budgets on ethnic and community media outlets, the  
4 executive order 47 of 2019, the city has  
5 substantially increased the advertising spending in  
6 this type of outlet. In physical year 2020, the city  
7 spent 9.9 million dollars or 84 percent of its total  
8 advertising dollar in community outlets, a dramatic  
9 improvement from only 18 percent span of community  
10 media advertising in 2013. The mayor's executive  
11 order 47 is widely seen as a resounding success and I  
12 am pleased that we are voting to codify this secular  
13 order by voting on proposed Introduction 2313A. I  
14 urge my colleagues to vote in favor of this  
15 legislation and guarantee the city's continued  
16 commitment to ethnic and community media outlets.  
17 Council Member Rodriguez has been an advocate for  
18 immigrants and limited English proficiency  
19 communities in his District and across the city. I  
20 recommend this legislation. Thank you to Council  
21 Member Rodriguez for this legislation. I also want  
22 to thank our dream team, committee staff, CJ Mary  
23 (SP?), Emily Forgone (SP?), Elizabeth Cron (SP?),  
24 Sebastian Vachi (SP?), and I want to thank my  
25 Legislative Director, Claude Pena (SP?) for making

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2 this hearing possible, and I will turn it over to my  
3 colleague Council Member Rodriguez to say a few  
4 words.

5 LEGISLATIVE CLERK: Mr. Chair, Council  
6 Member Rodriguez is currently not on at the moment.

7 CHAIR CABRERA: Okay, no problem, so with  
8 that, let me turn it over to the clerk for a vote.

9 LEGISLATIVE CLERK: Good morning, William  
10 Martin, Committee Clerk, roll call vote, Committee on  
11 Governmental Operations, proposed Introduction 2313A  
12 and Introduction 2257, both items are coupled. Chair  
13 Cabrera.

14 CHAIR CABRERA: I vote I.

15 LEGISLATIVE CLERK: Levin. We'll come  
16 back to Levin. Council Member Kallos.

17 CM KALLOS: I on all.

18 LEGISLATIVE CLERK: Thank you. Maisel.

19 CM MAISEL: Yes.

20 LEGISLATIVE CLERK: Perkins. Council  
21 Member Perkins, you're muted.

22 CM PERKINS: Has it been unmuted?

23 LEGISLATIVE CLERK: Yes, you're unmuted,  
24 Council Member Perkins.

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2 CM PERKINS: So, did my vote, did my vote  
3 go through or should I ... (cross-talk).

4 LEGISLATIVE CLERK: Yeah, we did not hear  
5 you. Can you please restate?

6 CM PERKINS: I on all, thank you.

7 LEGISLATIVE CLERK: Thank you, sir.

8 Powers.

9 CM POWERS: I on all.

10 LEGISLATIVE CLERK: Yeger.

11 CM YEGER: I on 2257, no on 2313.

12 LEGISLATIVE CLERK: Darma Diaz.

13 CM DARMA DIAZ: I on all.

14 LEGISLATIVE CLERK: Thank you.

15 CM DARMA DIAZ: You're welcome.

16 LEGISLATIVE CLERK: Council Member Levin.

17 One moment. Council Member Levin.

18 CM LEVIN: I vote I.

19 LEGISLATIVE CLERK: Thank you. One  
20 moment, please. Okay, by a vote of seven in the  
21 affirmative, one in the negative, and no abstentions,  
22 proposed Introduction 2313A as been adopted by the  
23 Committee, and by a vote of eight in the affirmative,  
24 zero in the negative, and no abstentions,  
25 Introduction 2257 has been also adopted by the

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2 Committee, and Mr. Chair, we are waiting on one more  
3 vote.

4 CHAIR CABRERA: Okay, so, we'll the leave  
5 roll open, until such time our fellow colleague comes  
6 in. Who's missing at this point?

7 LEGISLATIVE CLERK: Council Member  
8 Rodriguez.

9 CHAIR CABRERA: Okay.

10 LEGISLATIVE CLERK: And we have him  
11 connecting now. Council Member Rodriguez.

12 CM RODRIGUEZ: Yeah, should I speak now?

13 LEGISLATIVE CLERK: Yes, sir.

14 CM RODRIGUEZ: Thank you. I would like  
15 to start by first thanking the Speaker Corey Johnson;  
16 Brooklyn Borough President, Eric Adam; Council Member  
17 Oswaldo Feliz; and Chair Fernando Cabrera for their  
18 support on Intro 2313 which will establish the  
19 Mayor's Office of Ethnic and Community Media. I'd  
20 also like to thank my whole staff, you know, Jeff  
21 (SP?), Jason Goldman (SP?), Chief of Staff Speaker  
22 and everyone that worked on this legislation, so  
23 also, my chief of staff, (inaudible) and Evelyn  
24 Collado (SP?) my communication person and Margarita.  
25 During the heights of the pandemic, they were many



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3 communities who were left in dark because the city  
4 fails to properly advertise and communicate the  
5 safety measures put in place by city and state and  
6 barrier language and working with the local  
7 community. Now this is not something new. For many  
8 years, our communities have been so dirty when it  
9 comes to those places in underserved communities;  
10 however, how are, in the city are educating, you know  
11 the resident, how is the city connecting the resident  
12 to live in, especially in the poorest neighborhood  
13 about the information and resources that we have,  
14 have not been something a priority to connect with  
15 the local and community media. There are over 200  
16 languages spoken across the city and hundreds of  
17 ethnic and community media outlets. We must work  
18 with all media to ensure we're spreading important  
19 information in all languages to all New Yorkers, not  
20 only to those who speak English, and one of those New  
21 Yorkers, 35 percent born and raised in another  
22 country whose English is not the first language;  
23 however, people like me contribute a lot with our  
24 taxes and contributing in different ways, shape and  
25 form to the development of this city. This Bill is a  
huge win for our local media. It will require all

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2 agencies to devote 50 percent of their advertising  
3 spending including print, digital publication,  
4 television, and radio outlets to ethnic and community  
5 media. I thank my colleagues again, Chairman  
6 Cabrera, and again, Speaker Corey Johnson for all  
7 their support and especially thank you also to  
8 Brooklyn Borough President, Eric Adams with whom I  
9 was, I started this Bill from the beginning. It's  
10 going to be a big day for all New Yorkers, especially  
11 those who have been providing their services in  
12 media, radio, TV, digital, printed, and the city has  
13 never invested any dollars to them, and so with that,  
14 I definitely support this Bill, and I should I vote I  
15 now?

16 LEGISLATIVE CLERK: Yes, sir.

17 CM RODRIGUEZ: And with that, I vote I.

18 LEGISLATIVE CLERK: Thank you. Final  
19 vote, proposed Introduction 2313A is adopted by the  
20 Committee with eight in the affirmative, one in the  
21 negative, and no abstentions, and Introduction 2257  
22 is adopted by the Committee with nine in the  
23 affirmative, zero in the negative, and no  
24 abstentions. Mr. Chair, that is a full Committee.  
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2 CHAIR CABRERA: Thank you so much, and  
3 with that, we conclude today's hearing. Thank you

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C E R T I F I C A T E

World Wide Dictation certifies that the foregoing transcript is a true and accurate record of the proceedings. We further certify that there is no relation to any of the parties to this action by blood or marriage, and that there is interest in the outcome of this matter.



Date July 22, 2021