

Winter 2015



# Newsletter

The Quarterly Merchants Newsletter of the Southern Boulevard Business Improvement District

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## Street Vendors

Several weeks ago NYPD came through the district assessing the conditions of the street including how many vendors we have and how much they cooperate with the street regulations. Street vendors are allowed on Westchester Avenue only Monday through Friday after 6 pm. On Saturday and Sunday they have no time limitations. On Southern Boulevard vendors other than food vendors should not be out before 8 am.-- religious vendors have an exemption. Stores have no exemption on placing merchandise outside the stores until 8 pm nightly. Stores that place merchandise out in front of their stores before 8 pm run the risk of being fined by Sanitation Enforcement. As a community we have to address the issue of how many vendors are not complying with city regulations.



## Annual Winter Coat Drive

Imagine a little girl, watching other children playing outside, unable to join them because she does not have a coat. Imagine a family trying to decide whether to pay the rent or the utility bill. For this family, warm coats are a luxury that they cannot afford. It may surprise you to know that one child out of five is living in poverty and their parents are struggling to make ends meet. Even thrift store coats are very expensive, coats wear out and children outgrow them. You may have more than one coat in your closet, a light weather jacket, a warm winter coat or maybe one or two that are of your favorite colors. While many of us have a selection of coats to choose from, too many do not have even one.

Think about the last time you were outside in the cold and the wind was blowing. Your hands felt so cold. Think how good it felt as you slipped them inside of the warm pockets of your coat. Shouldn't everyone be able to feel that warmth? We think everyone should be able to have One Warm Coat and the BID made that happen for 600 kids last year. This year BID Board of Directors along with Ponce De Leon bank have put the funds together to purchase over 500 childrens coats! [That's 100 coats short of last year's efforts.](#) If you would like to help the BID make this year's coat drive a heart-warming success by donating money or new coat, call 718-328-9125 for more information. ■

## 2015 Winter Coat Giveaway

On December 12, 2015 at 3:00 pm. the BID will be giving away Free winter coats to community children at 980 Southern Boulevard. Children must have a ticket to get a coat and be accompanied by an adult. Tickets will be distributed at the Community Board office at 1029 East 163rd Street room 202 (above Duane Reade) or call [718-328-9125](tel:718-328-9125) for more information.

## From the Director

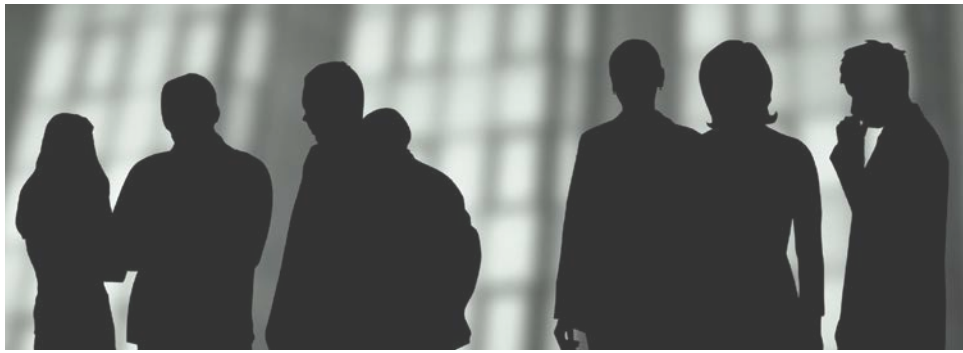
2015 was a better year than the last couple of years. Now it's time for the holidays that for some of us will make or break 2015. Of the 150 storefronts, the Boulevard has 5 vacancies.

Over the summer we had several events including a "Back to School" street festival. We provided a summer concert series called "Salsa In the Park" at Del Valle Park (Hunt Point train station park). We tried a discount card program which didn't net many new shoppers but we continue to try different marketing strategies to help drive retail sales.

In September we held a very successful Annual Meeting at the Urban Health Plan. Although there were many friends of the BID in attendance, most of the stores were not. To be successful, the BID needs support from the store owners in the community. Store owners can help by keeping the streets clean, attending BID meetings and joining in cooperative advertising ventures like newspaper and television ads, as well as other promotional initiatives, joining I at the festival, etc.

The BID and our cleaning crew is working closely with the department of sanitation (DSNY) to keep our district clean. After much prodding the DSNY has provided large garbage cans placed on high traffic corners. This has helped but the community needs to be more considerate about throwing their rubbish in the appropriate cans. As store owners you are responsible for cleaning the sidewalk and the gutter in front of your store. While our cleaning crew is sweeping the entire district from 8 am to 4 pm, Monday through Friday and half days on the weekend; store owners are still responsible. I have seen the street sweepers come through sweeping one minute and someone throwing trash on the street right behind them. It's awful. But we have to do the best we can to keep the streets clean or we will be liable to summons from the department of sanitation enforcement.

If you have any BID-related questions please call the director at 718-974-2990.



## 6 Entrepreneurship Lessons From Family Businesses

By STACY COWLEY SEPT. 19, 2015

Entrepreneurs who have built companies that touch multiple generations share what they have learned along the way.

### 1. Behind every successful leader is a skilled management team.

The founder of the bow-tie line Mo's Bows is a charismatic salesman with an intuitive eye for fashion. He's also 13.

"He does have a C.E.O. of Mo, and that's mama," says Tramica Morris. "Mama makes the decisions."

Mo'ziah Bridges says working with his mom — who sews the ties he designs, fields customer service calls, coordinates his travel and media appearances and makes sure he does his homework each night — is "the most challenging part" of the business.

"We're like fire and ice," he says. "But at the end of the day, we come up with a good solution."

### 2. Plan for succession, and train your next generation of leaders.

"I'm 71," says Dick Yuengling, the fifth-generation owner of the beer maker D. G. Yuengling & Son. "How many years do I have left? I drop dead, and what's going to happen?"

Yuengling, the oldest brewery in America, has a sixth ownership generation waiting in the wings: Mr. Yuengling's four daughters. Several are now working at the company — though they are prepared for a very long apprenticeship.

"He'll never make the decision to step away from the business," says Wendy Yuengling Baker, the company's chief

administrative officer. "When he's no longer here, it's going to be because he's gone."

### 3. Seize opportunities.

Gicela López, an immigrant who came to the United States as a teenager, didn't know how to make tacos, but she always had an ambition to run a business. When a friend in 2010 told her about a taqueria that was for sale at a good price, she jumped on it.

"We didn't know anything about cooking," she says. "At the beginning, we were only making \$40 or \$50 a day." Ms. López describes cooking with one hand while holding recipes in the other.

Persistence works. The business, Taqueria Izucar, now makes 10 times as much each day as it did when it started, and it wins awards for tacos that the Village Voice recently called "truly transcendent."

### 4. Family members are a great source of sweat equity.

To start his fledgling motorcycle helmet business, Skully Systems, Marcus Weller enlisted his brother, Mitchell Weller, as the company's co-founder and head of operations.

When he summoned Mitchell to San Francisco, Marcus says, he warned him, "Failure is still more likely than success right now, and there's a good chance that I won't be able to pay you for a while, but you can sleep on my couch."

Mitchell didn't hesitate. "I was like, 'This is my brother. He needs my help,'" he says. "As soon as he said it, we just got down to brass tacks and made it happen."

# Jerico Furniture

## Over 20 years of selling on Southern Boulevard

Since 1994 the Borar family has maintained a family run furniture store at several locations on Southern Boulevard. Currently located at 972 Southern Boulevard, the store is opened from 10-8 Monday through Saturday and 11-7 on Sunday's.

One of the Boror brothers said that 2015 has been better than the last few years prior. However, parking continues to be a deterrent to many shoppers. He said that people come and only shop for one hour until the meter runs out

and then they leave. He asked that the BID work on the parking problem in the district. Although the new smaller location is adequate, Mr. Borar said that he would love to have a larger space but the rents in the district are too high.

The store is known to have fair prices and good customer service- with many repeat customers. The store offers financing and lay away plans. The Borar's invite everyone to stop in during this holiday season. ■



## Lessons From Family Businesses (cont.)

### 5. The human touch pays off.

When a family conflict at Market Basket, a New England supermarket chain, led to the ouster of Arthur T. Demoulas, the company's longtime president, the ensuing backlash drew headlines nationwide. Customers and employees rallied to his defense — and won his job back.

Many of Mr. Demoulas's most profound leadership gestures were made far from the spotlight, employees say.

Terry McCarthy, a store manager who has worked at Market Basket for more

than 30 years, recalls Mr. Demoulas's reaction when Mr. McCarthy's daughter, Devin, was critically wounded in a car accident.

"He said a couple of things to me that I'll take to my grave," Mr. McCarthy says. The boss worked personally to make sure that Devin had the best possible medical care.

"He stood for me in my worst hours," Mr. McCarthy says. "I'll stand for him in his worst."

### 6. Running a business is hard, but it should also be fun.

Hisao Hanafusa started doing home carpentry projects when he was 9 years old. Many decades later, he is the owner of the furniture store Miya Shoji, and he still loves nothing more than sculpting wood.

Why does he create? "Fun," he says. "It should be fun, not serious."

"Our business philosophy is something like, 'Every day we go to work, and we try to make something beautiful,'" says his son Zui Hanafusa, who has joined the business. "It's more of an artist's way of thinking through business." ■

## Business Security: 6 Tips to Prevent Shoplifting

1. Greet customers as soon as they come into the store. Addressing customers removes their anonymity. Shoplifters are known to avoid stores with attentive salespeople.
2. Watch for customers who avoid eye contact, seem nervous, wander the store, linger, constantly look at store employees or exhibit other suspicious behavior. Approach shoppers exhibiting suspicious behavior and ask if they need help, instead of walking away from them – that's often enough to deter potential shoplifters.
3. Encourage employees to walk around the store, down various aisles, particularly along the walls instead of just down the center.
4. Maintain a clean and organized store, including racks, shelves and dressing rooms. A disorganized, dirty store tells a shoplifter the employees are not paying attention. Keep shelves and displays low, and install adequate lighting to maintain visibility throughout the store.
5. Keep commonly stolen items in plain view to discourage shoplifters. Place items that are often targeted in an area in the front of the store, near the cash register or another highly visible area.
6. Compare notes with your neighbors. Talk with other shop owners about any suspicious behaviors they might have witnessed. Ask employees to keep logs of suspicious behaviors to share with each other as well as with other shop owners. ■

One of these kids won't get a new winter coat this year.



## Who will it be?

Last year the BID gave away 600 warm winter coats to needy families in the community. This year we have enough funding to purchase just 500 coats. We need your participation to help make the difference. Please support this year's campaign by donating a new coat or funds so that we can meet or exceeds last year's efforts. Together with your generous support we can help needy neighborhood kids brave the winter with a warm smile and grateful hearts. Call 718-328-9125 today for more information.



The gift of warmth comes from the heart