

**From:** Sally Goldenberg <[sally.goldenberg@gmail.com](mailto:sally.goldenberg@gmail.com)>

**Date:** Tuesday, November 3, 2015 at 2:58 PM

**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>

**Subject:** pool report

Mayor Bill de Blasio joined other local officials and members of his administration for a tour of the Greenpoint Manufacturing & Design Center. The tour lasted about 20 minutes, before the officials held a lengthy press conference to tout their new industrial zone policies.

At the top of the tour, Brian T. Coleman (for those of you who like to use middle initials), the CEO of the center, told the mayor that his company purchased the space from the city for \$1 during the Dinkins administration, when city officials at that time were considering tearing it down. (Here's an article I found on that later: <http://www.nytimes.com/1994/04/24/realestate/taking-city-planning-in-a-new-direction.html?pagewanted=all>)

"That's an amazing story," said City Council Speaker Melissa Mark-Viverito, who joined the tour along with Councilman Steve Levin, a Brooklyn Democrat who represents Greenpoint. (She was referring to Coleman, not my after-the-fact clip search.)

De Blasio pressed for details on the story but Coleman at a certain point demurred, calling it "a long, messy story."

The group—which also included Deputy Mayor for Housing and Economic Development Alicia Glen, New York City Economic Development Corporation President Maria Torres-Springer and staff members—then walked through the ground floor of the center. It was a spacious, open room with garbage cans in the corners and several work areas taking up large swaths of space.

The tour gathered around a long, wooden work station cluttered with bottles of glue, blocks of black laminate and various tools. A drill could briefly be heard in the background while the officials asked questions of Coleman and Sam Morse, who is listed on GMDC's website as the founder of South Side Design & Building, located at 1155 Manhattan Ave. (<http://www.gmdconline.org/images/pdfs/2013AnnualReport.pdf>)

Morse showed the officials work being done for an upcoming exhibition at the New York Public Library. Next to the table was a large black "Z," which will be included in an "A to Z" display. (The "A" has already been done, he said.)

De Blasio basically interviewed Morse and Coleman—all on topic questions. He wanted to know where their employees live, how they interact with clients, how their business model is shaped, specifics about training programs and so on.

Coleman told him 92 percent of the employees at the center live in New York City.

"That's what we like," de Blasio said.

"High concentration around where our buildings are located," Coleman added.

In one light exchange Morse told de Blasio he went to art school. "And you actually got a job!" de Blasio joked.

The pool reporter was then asked to leave to attend the press conference. De Blasio and the others came outside about five minutes later.

###

Sally Goldenberg

Senior Reporter

POLITICO New York

[www.capitalnewyork.com](http://www.capitalnewyork.com)

646-766-1045

732-895-5447

@sallygold

Sign up for my real estate newsletter: <http://www.capitalnewyork.com/newsletters>