



WILLIE J. LIGHTFOOT

CITY COUNCIL VICE PRESIDENT



2021 Newsletter Issue 1



*Our City. Our County.
United for Change.*

R.A.S.E : Protecting Local Businesses

As a member of the Racial and Structural Equity committee and the Co-Chair of the Business Development Committee, Council Vice President Willie Lightfoot felt compelled to utilize his voice and position and take action to help business owners who were negatively impacted by COVID-19. The restrictions put on business owners by Governor Cuomo ordering them to shut down took a major toll on not only the local economies but also on the families of these business owners. On December 7th 2020 Council VP Lightfoot submitted 1,022 signatures to Governor Cuomo asking that barbershops and other businesses in the appearance enhancement industry be reopened. This list of signatories is comprised of industry workers, their clients, and other business owners impacted by the shut-down.

“We wish to ensure that all New Yorkers are safe, but we must recognize that viral spread has not been linked to appearance enhancement industry establishments. Many businesses are following guidance issued by the State and exercising extreme caution when working with customers,” said Lightfoot. “We also must recognize that a disproportionate number of businesses that have been shut down are minority owned and located in the City. We must do everything we can to help them and ensure that workers and customers remain safe.”

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Jumpstarting the Roc

Human Services Department



The Department of Recreation and Youth Services (DRYS) has officially been renamed Department of Recreation and Human Services (DRHS). DRHS provides a multitude of services such as youth employment opportunities, recreational educational activities, sports and athletics, environmental education, horticulture, and anti-gang intervention. In addition to providing outreach through the Pathways to Peace program, (which helps channel young city residents toward an array of community resources to prevent youth violence) DRHS will provide new services around mental health for citizens of Rochester, most recently DRHS took a small step in that direction by hosting a virtual screening of a documentary exploring the revolutionary approach to solving the country's mental health crisis



The city of Rochester is making the efforts to jumpstart the recovery of Rochester's local economy from the effects of COVID-19. At ; <https://www.jumpstartingroc.com/> you will find information on how the City of Rochester will handle immediate responses to COVID-19, contribute to recovery, strategies to ensure the communities long-term resiliency and valuable resources for business links and information for residents. At this site you can look up any address on the NYS website to see if it falls In the COVID safe zone, check out the cities latest response to state restrictions and impacts on the city of Rochester, and also track COVID-19 cases in Monroe county.



Black Excellence

In honor of black history month we would like to recognize **Dr. Lomax Campbell**, a community Wealth Building Strategist; Inclusive Entrepreneurial Ecosystem Builder; Doctor of Management, and the Director of the City of Rochester Office of Wealth Building, For more information on Dr. Campbell visit: <https://www.linkedin.com/in/lomaxcampbell>

Featured City Office Office of Wealth Building



The mission of the OCWB is to facilitate cross-sector collaboration between government, non-profits, the private sector, anchor institutions, and the community, with the goal of advancing community wealth building policies, programs, initiatives, and systems throughout the Rochester community.

In order to achieve this mission the OCWB operates under four directives:

- Facilitate the development and coordination of viable entrepreneurial and small business eco-systems
- Increase financial inclusion and access to credit
- Foster business, employment, and workforce development
- Facilitate asset building, savings, and investments

Visit :<https://www.cityofrochester.gov/wealthbuilding/>

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