

**Minutes of the meeting of the
SECOND DISTRICT ADVISORY COUNCIL**

1:45 p.m. – 3:00 p.m., Thursday, May 16, 2024
Federal Reserve Bank of New York
33 Liberty Street, New York, NY

Member attendees:

Donnel Baird, Founder & CEO, BlocPower
Wetteny Joseph, Executive Vice President & CFO, Zoetis
Izzy Martins, Executive VP & Chief Financial Officer, Avis Budget Group
Jonathan F.P. Rose, President, Jonathan Rose Companies

Former Member attendees:

Sheldon Brown, Former Partner Woody Hill Farms, Inc.
Lynne Marie Finn, President & CEO, Broadleaf Results Inc.
Kenneth Fransiak, Chairman/CEO, Calamar - Main Office
Steven Goldstein, Partner, Axiomatic Data
Dale Hemminger, CEO, Hemdale Farms and Greenhouses
Ted Kesten, CEO, Scent2Market
Patrick Marotta, President & CEO, Marotta Controls

Federal Reserve Bank of New York Attendees

Jaison Abel, Research & Statistics
Nandaki Bonthu, Corporate Secretary
Solomon Abuliak, Risk
Rose Ugarte-Gee, Risk
Andrea Grenadier, Communications & Outreach
Jack Gutt, Communications & Outreach
Tiffany Hewlin, Corporate Secretary
Zaid Karim, Markets
Wilbert Van Der Klaauw, Research and Statistics
Elliot Kryksman, Technology
Eric Lewin, Legal
Shawn Phillips, Communications & Outreach
Robert Tracey Jr., Audit
Tina Shah, Research and Statistics
John Williams, President & CEO

Shawn Phillips called the meeting to order at approximately 1:45p.m.

1. Welcome

Ms. Phillips called the meeting to order at approximately 1:45pm and welcomed members and Second District Advisory Council alumni to the meeting, which was held as part of the inaugural Annual Conference of Second District Directors and Advisors following morning sessions on the national and local economic outlook. Ms. Phillips introduced Izzy Martins, Executive Vice President and Chief Financial Officer of Avis Budget Group, as the newest member of the Council. Mr. Lewin provided a brief overview of the Bank's [antitrust guidelines](#) for advisory and sponsored groups.

2. Second District Population Growth and Demographic Change in the 21st Century

Mr. Abel presented an update on population dynamics in the Second District. He noted that the District's population growth has slowed considerably in the 21st Century due to falling birth rates, rising death rates, and less immigration. He indicated that the District has become much older, especially in Puerto Rico and the U.S. Virgin Islands, where aging populations are growing fast and putting pressure on island economies. Mr. Abel added that despite slow population growth, demographic change has been rapid, leading to a generational diversity gap where younger generations are much more diverse than older generations. Lastly, he noted that the New York and Northern New Jersey region lost population after the pandemic largely due to people leaving New York City, though as of the fourth quarter of 2023 modest population growth has resumed in New York City and the New York-Northern New Jersey region more generally.

3. Facilitated Discussion

Ms. Phillips began the facilitated discussion by asking Council members and alumni about the impact population change has had on workforce attraction and retention. Most attendees noted

that earlier retirements coupled with labor shortages in fields like accounting, payroll, and mechanics have made business growth and succession planning difficult. One attendee stated that younger generations are forgoing four-year college education to attend trade schools and further highlighted the need for high schools and colleges to adapt their educational programming to deploy students into openings in the current workforce.

When discussing the role of workforce housing on business continuity, one attendee noted the difficulty in retaining younger workers who are opting for other opportunities when they are priced out of the local housing market and further squeezed by lengthy commutes and rising gas prices and tolls. As a result, to attract needed labor, one member noted a shift to hiring for remote positions despite a decrease in productivity.

Lastly, most attendees noted that access to credit has tightened, creating a challenging environment for small and big business alike. Still, most attendees were cautiously optimistic about performance for the rest of the year. President Williams greeted members and shared brief insights on housing.

4. Concluding Remarks

Ms. Phillips provided concluding remarks, thanking members and alumni for sharing their insights and encouraged members to reach out with any new information on business conditions.

The meeting was adjourned at approximately 3:00pm.