

# Downtown Ithaca Local Development Corporation

**Downtown Ithaca Local Development Corporation  
Board Meeting Minutes  
September 21, 2021, at 10:00am**

<b>LDC Board Member</b>	<b>Organization</b>	<b>Attendance</b>
Gary Ferguson	Downtown Ithaca Alliance	Present
Jennifer Tavares	Tompkins Chamber of Commerce	Present
Tom Knipe	City of Ithaca	Present
Peggy Coleman	Tompkins County Visitors Bureau	Present
Cathy Hart	Marriott Hotel	Present
Teri Tarshus	Hilton Garden Inn	Present
Nick Helmholdt	Tompkins County	Present
Sara Hayes	Hayes Strategy	Present
Carrie Pollak	Hancock Law	Present
Greg Conard	Hotel Ithaca	Present
Rachel Mickle	Baywood Hotels	Present

- I. **Call to order:** President Jennifer Tavares called the meeting to order at 10:05am
- II. **Approval of August 17, 2021 Board Meeting Minutes:**
  - a. **Motion:** Board Member Gary Ferguson made a motion to approve the August 17, 2021, Board Meeting Minutes. Board Member Peggy Coleman seconded the motion, Vote was approved except for Board Member Nick Helmholdt abstained.
- III. **Conflict of Interest Forms – to be submitted to LDC:**
  - a. **Discussion:** all COI forms to be submitted to Board Member Gary Ferguson
- IV. **2022 Room Tax Budget Review**
  - a. **Motion:** Board Member Jennifer Tavares made a motion to approve the 2022 Room Tax Budget with a correction to the LDC soft cost budget, revising it from \$40,000 to \$140,000. Board Member Teri Tarshus seconded the motion. Vote was unanimous.
  - b. **Discussion:**
    - i. LDC shall develop the LDC operating budget for 2022 and 2023 and submit to the City
    - ii. 2023 Room Tax Budget to be reviewed at later date
    - iii. Need to itemize the LDC budget in more detail for internal use
    - iv. Need to check with ASM regarding website. Peggy to lead this.
- V. **Pre-Opening Cash Flow Review**
  - a. **Discussion:**
    - i. Sara to confirm ASM Pre-opening budget and update cash flow and issue to the group
    - ii. Sara presented cash flows for both operations and capital. There will be a gap in 2023.
- VI. **ASM Contract Review/Approval**

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- a. **Motion:** Board Member Teri Tarshus made a motion to approve the 9/20/2021 draft and the Executive Committee can approve the final version. Board Member Nick Helmholdt seconded the motion. Vote was unanimous.

## VII. Role Descriptions

- a. Executive Director
  - i. **Discussion**
    1. Board Member Jennifer is developing a draft job description and job posting and will issue to the group ahead of the next board meeting for further discussion. Jennifer and Gary Ferguson will meet to collaborate on draft. Tentative posting by 11/1/2021
- b. Bookkeeper/Accounting
  - i. **Discussion:**
    1. Bring on half time ex. Director, contract w. a bookkeeping firm. – Gary Ferguson
    2. Request Albany Cap Center for similar job description: Peggy Coleman

## VIII. Hotel Logo Request

- a. Discussion: Deferred until October

## IX. Other

RFP for website: Board Member Peggy Coleman requested clarification on funding stream for website, RFP has not been issued. Potential budget \$60,000. LDC to add budget for website to LDC soft cost budget. Peggy will clarify website management expectations with ASM and report to the board

## X, Meeting Adjourned -11:51am