

# Downtown Ithaca Local Development Corporation

**Downtown Ithaca Local Development Corporation  
Board Meeting Minutes  
November 16, 2021, at 10:00am**

LDC Board Member	Organization	Attendance
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	Baywood Hotels	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	Not Present
Kelli Cartmill	Hilton Garden Inn	Present

- I. **Call to order:** President Jennifer Tavares called the meeting to order at 10:05am
- II. **Approval of September 21, 2021, Board Meeting Minutes:**
  - a. **Motion:** Board Member Cathy Hart made a motion to approve the September 21, 2021, Board Meeting Minutes. Board Member Nick Helmholdt seconded the motion. Vote was approved.
- III. **Job posting for Executive Director Role**
  - a. **Discussion:** Peggy requested until 11/18 EOD to review posting to maintain it as a part time role. Cathy: Could the ED role include in bookkeeping for the next 6 months? Jennifer believes is it not the same skill set role. Terry: does this final draft need to be approved at the LDC board meeting? Can it be trimmed back? Can it be voted on via email? Jennifer: please submit any additional comments or additions by 11/19 to be posted by the beginning of December, 2021
  - b. **Motion:** formal approval to follow via email
- IV. **LDC 2022 Operating Budget**
  - a. **Discussion:** Tom: The City is monitoring room tax collections. (4) hotels were not registered and not collecting, this has been corrected. He expects a stronger 3<sup>rd</sup> quarter.
- V. **ASM Contract and Retail Updates**
  - a. **Discussion:** ASM finalized the contract draft and returned to the LDC. Carrie will do a final review with ASM and circulate for signature.
- VI. **Electric upgrades for kitchen**
  - a. **Discussion:** Per Tom Knipe: Taitem is developing electric load capacities to move to electric or provide provisions to move to electric in the future: TBD
- VII. **Retail Space Exterior Entrance Options:**
  - a. **Discussion:** Option 1 has been selected
- VIII. **RFP for website and auditor**

## Downtown Ithaca Local Development Corporation

- a. **Discussion**, Website: Peggy has drafted the RFP for the website. Lisa is developing the Landing page component. 'Social Tables' and 'All Seated' being researched for social tours of floor plans. The domain name proposed: "Ithaca Downtown Conference Center" Time frame to go live with the landing page: end of 2021. Sales inquiries from 2023 are coming in.
  - b. **Discussion**, Auditor: Jennifer will be drafting the job description for review
- IX. **Conflict of Interest Forms – to be submitted to LDC:**
  - a. **Discussion:** all COI forms to be submitted to Board Member Gary Ferguson. Gary will reach out to those who have not submitted. Gary will issue one to Kelli and an updated form from Teri at new role.
- X. **October and November Bond Pay Req due to Sara by 11/16/2021:** Gary to submit to Sara 11/16/2021 EOD
- XI. **Cancel LDC project meeting for 11/23**
- XII. **11/30/2021 LDC project meeting: TBD**
- XIII. **Building Committees:**
  - Signage (interior, exterior/digital signage)
    - Greg, Peggy, Tom, Lisa
  - Retail Space
    - Gary, Teri, Jennifer
  - Interior Design
    - Cathy, Peggy, Lisa, Kelli, Nick
- XIV. **LDC Subcommittee:**
  - Marketing and branding: Peggy to select group
- XV. **Board expansion plan:**
  - Discussion:** Amy Cohen and Dean \_\_\_\_ are interested in joining the board and requested an update. Expansion planned for Q1 of 2022. Bylaw change would be required.
- XVI. **Room tax collections: next meeting**
- XVII. **Branding for the conference center:**
  - Discussion:** Peggy: Brand book and guidelines developed. Who has approval over use of the IDCC logo?
- XVIII. **Public notice requirements: who is managing this?**
- XIX. **Meeting Adjourned -11/16/2021 @ 11:24am**