

# Downtown Ithaca Local Development Corporation

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

<b>LDC Board Member</b>	<b>Organization</b>	<b>Attendance</b>
Gary Ferguson	Downtown Ithaca Alliance	Not 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
Greg Conard	Hotel Ithaca	Present
Kelli Cartmill	Hilton Garden Inn	Present

<b>Other Attendees</b>	<b>Organization</b>	<b>Attendance</b>
Lisa Conarton	Tompkins County Visitors Bureau	Present
Sara Hayes	Hayes Strategy	Present
Carrie Pollak	Hancock Law	Present

- I. **Call to order:** President Jennifer Tavares called the meeting to order at 10:05am
- II. **Approval of November 16, 2021, Board Meeting Minutes:**
  - a. **Motion:** Board Member Greg made a motion to approve the November 16, 2021, Board Meeting Minutes. Board Member Teri seconded the motion. Vote was approved.
- III. **ASM Contract and Retail Space Updates**
  - a. **Discussion:** Carrie recommends 1) defining the space that is “retail” in the ASM agreement. 2) Review the language around the retail space and restrictions on the type of retail and conflicts w. ASM CC retail. 3) The Non-Compete clause needs to be discussed with both groups. Jennifer comments: 1) What is the LDC comfortable with on use limitations on the retail space use or do we want to separate the retail space from the main CC contract? Carrie will review with ASM this week. LDC is holding payment for 2021 until the contract is fully executed. Peggy will work with Carrie to discuss remaining contract terms by the end of the year.
- IV. **Sponsorship**
  - a. Met last week to revamp and focus on building sponsorship naming. Follow up meeting on 12/22, expect a 1-page document to begin conversations with naming rights folks. Begin to develop sponsor package for smaller opportunities, expected by 12/22 for review with the LDC.
  - b. Branding: Lisa has been working with the website designer for the landing page. Send to hotel partners for review prior to review by the LDC. Want it to go live ASAP.
  - c. What are the steps to design and procure signage and permits? May need sign design in order to speak with donors. Sara to schedule exterior design kick off meeting with Vecino and LDC.

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- V. Executive Director Role & Job Posting**
  - a. Discussion: Jennifer incorporated final changes to the job description. Final version was issued to the LDC on 12/20/2021. To be issued on January 4, 2022. LDC comments to Jennifer by January 2, 2022.
  - b. Discussion: Gary will provide office space on a part time basis for the ED. Interviewing planned for February 2022. Job will be posted until filled, begin date early January. Subgroup for screening and hiring will be developed. Proposed Members: Lisa; (1) hotel partner; Gary; Tom; Jennifer.
- VI. Site camera**
  - a. What are the options to install a site camera for marketing purposes? Tom will review with Gary and the DIA budget. Cathy will see if Marriot has a loner we can use. Lisa and Peggy will review with Gary if DIA has budget for camera.
  - b. Should a Facebook be set up with progress photos?
- VII. Marketing subgroup:** brainstorm other opportunities for photos/documenting, ie. drones.
- VIII. 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.
- IX. 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
- X. Retail Space Exterior Entrance Options:**
  - a. **Discussion:** Option 1 has been selected
- XI. RFP for website and auditor**
  - 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 RFP for review and facilitate sending it out/receiving proposals, and helping the LDC make a selection.
- XII. 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.
- XIII. December Bond Pay Req:** Submitted 12/21/2021; Gary will approve/process.
- XIV. ESD Grant terms:** Jennifer worked with Empire State Development to renegotiate the grant terms for the project; she is expecting ESD to reduce the job creation grant requirements for the project. Hoping for an update by 12/23/2021.
- XV. Board expansion plan:**  
**Discussion:** Amy Cohen and Dean Zervos 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:** Tom should have the report for 2021 collection for next board meeting

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**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:** Chamber will work to formalize and transition all documents to DIA, who will be responsible for posting/tracking LDC agendas, minutes, and notices on their website.

**XIX. Meeting Adjourned -12/21/2021 @ 11:08am**