

# Downtown Ithaca Local Development Corporation

## BOARD OF DIRECTORS MEETING

Tuesday, June 21, 2022, 10:00 – 11:30 a.m.

Via Zoom



## MINUTES

Board Member	Organization	Present
Jennifer Tavares	Tompkins Chamber of Commerce	Yes
Gary Ferguson	Downtown Ithaca Alliance	Yes
Tom Knipe	City of Ithaca	Yes
Peggy Coleman	Ithaca Tompkins County CVB	Yes
Cathy Hart	Ithaca Marriott Downtown	Yes
Teri Tarshus	Baywood Hotels	Yes
Kelli Cartmill	Hilton Garden Inn	No
Greg Conard	Hotel Ithaca	Yes
Nick Helmholdt	Tompkins County	Yes
<b>Guests:</b>		
Suzanne Smith Jablonski	Downtown Ithaca LDC	Yes
Sara Hayes	Hayes Strategy	No
Lisa Conarton	Ithaca Tompkins County CVB	Yes (departed 11:00 a.m.)

J. Tavares called the meeting to order at 10:04 a.m.

## ACTION ITEMS

**MOTION:** Approve April 19, 2022 and May 17, 2022 minutes

C. Hart moved and T. Knipe seconded. One correction to attendance to April 19 minutes.

Approved unanimously as amended.

**MOTION:** Reaffirm board decision to authorize the Executive Director, Suzanne Smith Jablonski, as a signer and representative for the Downtown Ithaca Local Development Corporation's bank account.

C. Hart moved, G. Ferguson seconded. Approved unanimously.

**MOTION:** Approve plan to apply for a credit card

G. Ferguson moved, T. Knipe seconded. T. Tarshus proposed amendment to add \$5,000 credit limit. Approved unanimously as amended.

**VOTE:** Approve engagement with Zippin for retail space

P. Coleman moved, T. Tarshus seconded. Approved unanimously.

**VOTE:** Authorize Executive Director to execute board-approved contracts on behalf of the LDC. P. Coleman moved, T. Tarshus seconded. Approved unanimously.

**VOTE:** Approve the engagement of CNY Accounting & Tax Pros for 2021 audit and the establishment of the 2022 Finance & Audit Committee, comprised of Jennifer Tavares, Tom Knipe, Gary Ferguson, and Teri Tarshus. J. Tavares moved, C. Hart seconded. Approved unanimously.

**VOTE:** Approve 2023 Room Tax Budget request to present to the Fiscal Oversight Committee. T. Knipe presented a draft for consideration. Discussion followed, including review of marketing and website expenditures to date and upcoming needs. T. Knipe moved, G. Ferguson seconded a motion to approve the budget as amended to increase marketing and decrease website design & SEO. Approved unanimously.

## **DISCUSSION ITEMS**

### **LDC/DIA Memorandum of Understanding**

Carrie Pollak, legal counsel from Hancock Estabrook, is working on the draft.

### **County Mortgage Recording Tax Update**

T. Knipe will assist G. Ferguson in preparing a letter to Shawna Black, Legislature Chair, and Lisa Holmes, County Administrator.

### **ASM Global Updates & Pre-Opening Budget**

Waiting for updated pre-opening budget.

### **TC3 Grant/Hospitality Workforce Development needs**

TC3 grant application has been submitted. Chamber of Commerce and Downtown Ithaca Alliance to spearhead discussion about community workforce needs.

### **Marketing Updates**

No updates

### **Capital Project Updates**

No updates

### **Imagine Ithaca Updates**

No updates

### **Executive Director's Report**

No updates

Meeting adjourned at 11:30 a.m.