

# Downtown Ithaca Local Development Corporation



**BOARD OF DIRECTORS MEETING**  
**TUESDAY, AUGUST 16, 2022, 10:00 a.m.**  
**VIA ZOOM**

## **MINUTES**

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

## **CALL TO ORDER**

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

## **VOTING ITEMS**

**MOTION:** Approve July 19, 2022 minutes

P. Coleman moved, K. Cartmill seconded. One correction to attendance had been previously reported. Approved unanimously as amended.

## **NEW BUSINESS**

### **HUD EDI Grant**

T. Knipe and S. Smith Jablonski attended the first of two webinars on DATE; the next pertaining to environmental review requirements, will take place on DATE with S. Smith Jablonski and Nels Bohn, IURA to attend.

### **AV Corp Update**

S. Hayes reported that next steps for the project is to determine what project scope will be procured with the HUD EDI grant funds, to discuss the timeline for procurement. We had a 15-

month design, procure, and install schedule for the AV package. The contract has been signed but action will not commence until the down payment is received.

### **Leads, Website, Publicity**

- The next step to enable lead-generation and tracking is finalizing the Booking Policy Guidelines, presented from the Imagine Ithaca committee as the next step required to generate and respond to leads. K. Cartmill and N. Helmholdt suggested documentation edits, following which the LDC Board agreed to call a vote.

#### **MOTION: Approve Booking Policy Guidelines**

K. Cartmill moved, C. Hart seconded a motion. Approved unanimously.

- The goal is to have tools for booking in place by October 1.
  - ASM has few templates; recommended asking Albany.
  - ASM uses Infor software. J. Tavares asked if LDC should contract now then move to ASM; P. Coleman recommends LDC continues to own it, to maintain data and records should we discontinue with ASM. Additional questions followed regarding integration with other software systems and breadth of access.
  - CVB will obtain updated comp set data to form pricing structure
- Regarding the website, C. Hart inquired about the status of publishing the IDCC splash page. The LDC board has had two review opportunities. Launch should be imminent. The full website will launch in 2024.
- Construction milestones to be showcased will be considered by a Marketing Workgroup, comprising P. Coleman, L. Conarton, C. Hart, S. Smith Jablonski, and T. Tarshus.
- Electrification provides an opportunity to market and promote through the sustainability lens.

### **OLD BUSINESS**

#### **LDC/DIA MOU**

J. Tavares will circulate the draft to the board. She solicited input on voting process; vote will be part of the September 20 board meeting agenda.

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

A request to County Administrator Lisa Holmes and Legislator Rich John to allocate unanticipated county mortgage recording tax toward the conference center project is pending.

#### **ASM Global updated budgets**

They were not reviewed at the last Executive & Finance Committee meeting; they will be brought forth for committee and board review and discussion in September.

## **UPDATES & REPORTS**

### **Marketing Updates**

Shared earlier in meeting.

### **Capital Project Update**

S. Hayes will prepare for an upcoming meeting an update on bond funds, and the cash flow projections, for consideration of financing needs. Original projections for the ESD grant anticipated positive cash flow until final payment. The milestones for payment of the ESD grant need to be verified.

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

S. Smith Jablonski shared highlights from a report on her first 100 days; the full written report will follow.

### **Executive & Finance Committees Report**

J. Tavares and S. Smith Jablonski provided an update on topics covered at the August 2 meeting.

The meeting adjourned at 11:05 a.m.