

Downtown Ithaca Local Development Corporation



BOARD OF DIRECTORS MEETING
TUESDAY, OCTOBER 25, 2022, 10:00 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	No
Cathy Hart	Ithaca Marriott Downtown	Yes
Teri Tarshus	Baywood Hotels	No
Kelli Cartmill	Hilton Garden Inn	Yes
Greg Conard	Hotel Ithaca	No
Nick Helmholdt	Tompkins County	Yes
Guests:		
Suzanne Smith Jablonski	Downtown Ithaca LDC	Yes
Sara Hayes	Hayes Strategy	No
Lisa Conarton	Ithaca Tompkins County CVB	No

WELCOME/CALL TO ORDER

J. Tavares called the meeting to order at 10:05 a.m.

VOTES

MOTION: Approve 09/20/2022 Board of Directors Meeting minutes
K. Cartmill moved and G. Ferguson seconded. Approved unanimously.

DISCUSSION

ASM Meeting Debrief

Craig Liston from ASM Global to attend Dec # meeting of the Strategic Tourism Planning Board. A similar presentation to City of Ithaca stakeholders would be beneficial.

C. Hart reminded us that the retail space's signage needs must be included in the overall signage package, and its own liquor license obtained. Regarding the store's naming and product mix, ASM can look for local guidance as needed.

Action: G. Ferguson will identify the possibility of reviewing Claritas marketing data

Action: S. Smith Jablonski to communicate with ASM about liquor license
Action: Determine which presentations by which speakers are appropriate for City of Ithaca stakeholders

HUD EDI Grant

Progress on the draft continues. We will carve out administrative funding.

Marketing & Imagine Ithaca Updates

S. Smith Jablonski reported that work to get booking tools in place continues, with Imagine Ithaca advising on lead-handling procedures and other marketing ideas, and the Infor booking software training and implementation underway.

Marketing workgroup scheduling is forthcoming. Branding, particularly as it relates to exterior signage, is nearing critical path due to zoning and production lead-times.

Capital Project Update

S. Smith Jablonski reported trusses have been installed. Kickoff meetings regarding the kitchen and audio-visual packages are scheduled in the next two weeks.

Executive Director's Report

S. Smith Jablonski reported the County Legislature passed the resolution on October 18 to provide \$18,551 in mortgage recording tax to the LDC.

Action: S. Smith Jablonski to prepare thank-you letter for President Tavares's signature.

Executive & Finance Committees Report

The sponsorship program needs to be initiated, and ASM's role in it clarified.

Action: S. Smith Jablonski to schedule workgroup meeting (J. Tavares, P. Coleman, L. Conarton, S. Smith Jablonski, C. Hart, T. Knipe and others as interested) to develop budget, timeline, and roles and responsibilities.

Action: S. Smith Jablonski to put sponsorships on upcoming ASM meeting agenda.

Action: T. Knipe to send sponsorship materials developed to date.

NEW BUSINESS

DPW Lease Agreement

Action: T. Knipe to inquire within the City for sources to initiate a conversation or draft

Board Meeting Requirements

Action: J. Tavares to send Executive Director previously-received legal guidance

MEETING ADJOURNED

The meeting was adjourned at 11:00 a.m.