

# Downtown Ithaca Local Development Corporation



**BOARD OF DIRECTORS MEETING  
TUESDAY, NOVEMBER 15, 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               | Yes                    |
| Peggy Coleman           | Ithaca Tompkins County CVB   | No                     |
| Cathy Hart              | Ithaca Marriott Downtown     | No                     |
| Teri Tarshus            | Baywood Hotels               | Yes                    |
| Kelli Cartmill          | Hilton Garden Inn            | Yes (until 11:00 a.m.) |
| Greg Conard             | Hotel Ithaca                 | Yes (10:55 a.m.)       |
| Nick Helmholdt          | Tompkins County              | Yes                    |
| <b>Guests:</b>          |                              |                        |
| Suzanne Smith Jablonski | Downtown Ithaca LDC          | Yes                    |
| Sara Hayes              | Hayes Strategy               | Yes (until 11:00 a.m.) |
| Lisa Conarton           | Ithaca Tompkins County CVB   | Yes                    |

## **WELCOME/CALL TO ORDER**

J. Tavares called the meeting to order at 10:03 a.m.

## **VOTES**

**MOTION:** Approve 10/25/2022 Board of Directors Meeting minutes

T. Knipe moved and K. Cartmill seconded. Approved unanimously.

## **DISCUSSION**

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

The committee reported on their discussion regarding the step of increasing the Executive Director's hours, per the original plan, as S. Smith Jablonski indicates the workload has grown to justify the expansion.

T. Knipe reminded the 2024 LDC budget is due to the Fiscal Oversight Committee by mid-2023, then to the mayor by August 1.

**ACTION:** The committee and LDC board will examine the budget outlook, including projected rollover and reserve funds, and the executive director position description, for a potential early 2024 change.

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

S. Smith Jablonski reported that kickoff meetings for AV and kitchen equipment are in the works. Biweekly meetings of Craig Liston, Mohnie Mangat, Sara Hayes, and S. Smith Jablonski have commenced. She has been working with the executive and finance committee on banking, audit/990, and governance matters; and on the digital and hard-copy archives.

### **Capital Project Update**

S. Hayes reported that Taitem looked at design tweaks in view of nationwide mechanical equipment lead time issues. The audio-visual system process is underway. The kitchen equipment will go out to bid next week and will require a board vote. The interior finishes package (i.e. carpet, paint, tile) is nearing completion, and FFE selection will commence soon. ACTION: Comprise FFE workgroup of LDC, ASM reps (M. Magnat, D. Bradley)

### **Signage**

Bruce Adib-Yazdi from Vecino will submit the signage package to the site planning board. It can include the blade sign and the flat sign. P. Coleman reminded us that the Tompkins Center for History and Culture made the case for additional signage because there were multiple entities sharing the building.

ACTION: Marketing workgroup to work on signage

### **Marketing & Imagine Ithaca Updates**

L. Conarton reported on her trip to Destination East. It was a good opportunity to showcase Ithaca to meeting planners who were not familiar with our location. The combination of the fossil fuel-free center and the area's outdoor offerings are assets in attracting groups who value sustainability.

ASM Global has brought on a new regional Director of Sales and Director of Marketing who will review the splash page. P. Coleman noted Rob Montana, CVB Communications Manager, had successfully secured PR coverage in Afar and Convene by Connect magazines.

### **HUD EDI Grant Update**

T. Knipe sent the LDC's draft application to the program officer, Katressa Gardner, for comment. We are aiming for a designation that provides a shorter pathway for the environmental review. LDC cannot take any choice-limiting actions prior to the date of the executed agreement and completion of the review.

ACTION: T. Knipe to draft agreement for LDC as grant subrecipient for LDC board approval

### **Hotel Investments**

K. Cartmill raised the question of the timing of the hotel payments, as the schedule for capital and sponsorship investments presumed an earlier opening date. LDC may consider preparing an addendum to the hotel agreement to adjust the schedule.

### **MEETING ADJOURNED**

The meeting was adjourned at 11:08 a.m.