

**DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING  
TUESDAY, MARCH 21, 2023, 10:00 – 11:30 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	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
Greg Conard	Hotel Ithaca	Yes
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

**Welcome/Call to Order**

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

**Voting Items**

G. Conard moved and G. Ferguson seconded a motion to approve the minutes of the February 14, 2023 meeting. Approved unanimously.

**Updates & Discussion**

Marketing

L. Conarton reported on the recent sales mission to NYC as an opportunity to make connections with and gather data on meeting planners and tour operators. Upcoming opportunities includes Empire State Society of Association Executives and Meeting Planners International. Targeted one-on-one meetings/hard hat tours with meeting planners will continue through the fall. Discussion followed regarding plans for upcoming community engagement with downtown stakeholders and others.

**Questions about Written Reports**

None

**New Business**

None

**Executive Session**

The board moved into executive session to discuss personnel matters at 10:30 a.m.

The meeting adjourned at 11:45 a.m.