

**DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION
 BOARD OF DIRECTORS MEETING
 TUESDAY, APRIL 25, 2023, 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
Greg Conard	Hotel Ithaca	No
Nick Helmholdt	Tompkins County	Yes
Guests:		
Suzanne Smith Jablonski	Downtown Ithaca LDC	Yes
Sara Hayes	Hayes Strategy	Yes
Lisa Conarton	Ithaca Tompkins County CVB	Yes
Jason Humphrey	Ithaca Downtown Conference Center (ASM Global)	Yes

Welcome/Call to Order

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

Voting Items

T. Knipe moved and G. Ferguson seconded a motion to approve the minutes of the March 21, 2023 meeting. Approved unanimously.

C. Hart moved and T. Knipe seconded a motion to accept the March 2023 financial statement. Approved unanimously. S. Smith Jablonski reported on the need to find a solution to enable the production of desired financial reports, as they cannot be generated using the current QuickBooks product and license. More research is needed to determine the best path forward, with the understanding that the LDC contracts with the Downtown Ithaca Alliance to deliver this service.

Updates & Discussion

Capital Project

S. Hayes presented a project update.

- The contractors are doing MEP rough-ins.
- Interior finishes installation could start as early as mid-May, and paint finishes, flooring, finishes, and carpeting are scheduled for June and July.
- FFE final installation date will need to be determined, as the building will not be open until January.

- We received three bids for prefunction, board room, nursing room, and office furniture which will be reviewed over the next few weeks. Mohnie Mangat from ASM Global is working on the purchase order for ballroom furniture.
- AV Corp has already been selected as the AV system vendor and done the design; a change order is due from the contractor by end of May for infrastructure that goes with the AV equipment.
- Trimark was notified they will receive the forthcoming kitchen equipment contract under draft. Kitchen equipment will not be needed until October-November.
- Exterior signage and interior code compliance signage are being worked on now. An exterior signage package should be issued soon showing styles and locations.
- Regarding the ESD grant: the first milestone for the first draw was hit in February. Grants Gateway registration is underway.
- Regarding the HUD grant: the environmental review has been completed. We have not yet received the executed agreement from HUD. Registration for the Disaster Grant Reporting System (DGRS), used for reporting and claims for payment, and SAM entity registration, used for the LDC to act as subrecipient, are underway.
- The budget projection remains as from January 2023. S. Hayes expects to have updates from change orders to produce a budget update in May.

ASM Updates

J. Humphrey reported that recruitment for the Director of Sales and Executive Chef positions is underway. He will be working with ASM's new talent acquisition professional for leads on applicants. He will be meeting with L. Conarton for a review of sales and marketing this week.

Marketing and Imagine Ithaca

L. Conarton reported the Imagine Ithaca began work toward creating and launching a social media campaign. She and S. Smith Jablonski determined how to apportion their areas of responsibility, dividing local awareness-building efforts and regional sales efforts. We are awaiting marketing plan samples from ASM as a framework to build upon. L. Conarton noted she will be joining with about a dozen destinations for events with meeting planners, in Albany and Saratoga, in conjunction with a New York State Destination Marketing Association event.

S. Smith Jablonski solicited input for planning an upcoming open house for downtown stakeholders, including schedule, location, and topics. P. Coleman accepted the request to develop a FAQ for use across the LDC organization.

Board of Directors Policy

S. Smith Jablonski reported on a draft Board of Directors Policy under discussion by the executive committee. J. Tavares requested that the draft document be shared with the board for review and consideration at an upcoming meeting.

Questions about Written Reports

The group discussed issues to be reviewed at an upcoming meeting with Tompkins Community Bank. T. Knipe noted the need to discuss administration of reserves and accounts to achieve two potential goals of managing risk and of optimizing deposits for investment revenue.

It was clarified that the Fiscal Oversight Committee spring meeting will feature progress updates and reporting, and the summer meeting will include review of the draft 2024 budget ahead of approval by Common Council in August.

Executive Session

The board moved into executive session to discuss personnel matters at 11:10 a.m.

New Business

None

The meeting was adjourned at 11:45 a.m.