

**DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION  
 BOARD OF DIRECTORS MEETING  
 TUESDAY, MAY 16, 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	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

**Welcome/Call to Order**

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

**Capital Project Report**

S. Hayes stated that a budget update will be issued this month, with a subsequent update issued in June or after, as she and Bruce Adib-Yazdi, Vecino, work through the budget implications of recent change orders. Field measurements and the issuance of a purchase order for the kitchen equipment should happen this week. (The purchase order has been prepared and reviewed by counsel for use for all purchases.) Four vendors bid on the furniture package, sending varied proposals based on our open-ended design request; the subcommittee will review submittals. S. Hayes and S. Smith Jablonski are working on the NYS Empire State Development (ESD) grant disbursement agreement and process, which includes the need to revise insurance coverage.

The signage package is in process. Discussion and review of exterior signage locations and considerations, including the possibility of a naming sponsor, ensued.

**LDC Board Meeting Minutes**

G. Ferguson moved and C. Hart seconded a motion to approve the minutes of the April 25, 2023 Board of Directors meetings. Approved unanimously.

**ASM Report**

S. Smith Jablonski recapped items recently shared by GM Jason Humphrey: 1) Recruiting for the director of sales and executive chef positions continues, with a promising candidate for the latter; these are two of the 10-15 full-time positions to be filled. 2) Marketing plans for ASM, CVB and LDC need to be developed with more information from ASM; a call with all parties will be scheduled to discuss.

S. Smith Jablonski stated that she and J. Humphrey had presented to the Downtown Ithaca Alliance (DIA) board of directors on May 8. Education and onboarding for the new CEO of the DIA will be important as G. Ferguson, with his deep knowledge of the project, retires.

### **Marketing and Imagine Ithaca Report**

L. Conarton reported that the Marketing Committee homed in on goals for 2023: lead generation and prospect identification; sponsorships solicitations for top two sponsorship levels; and community engagement for awareness-building and referrals. Imagine Ithaca has been advising on social media content.

Discussion followed regarding transitioning current prospects to confirmed bookings. We require menus with pricing from ASM to finalize contracts.

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

S. Smith Jablonski summarized the recent meeting with Tompkins Community Bank to explore options for financing needs based on cash projections and for diversifying our banking products to meet short-term and long-term objectives for operating and reserve funds. Interest rate, closing costs and collateral are key factors for decision-making regarding financing options. The Fiscal Oversight Committee is scheduled for this week, at which these issues will be conveyed.

An open house for downtown stakeholders is being planned for June.

### **Meeting Adjourned**

G. Conard moved and T. Knipe seconded a motion to adjourn. Approved unanimously. Meeting adjourned at 11:00 a.m.