

**DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION
 BOARD OF DIRECTORS MEETING
 MONDAY, JUNE 12, 2023, 2:00 – 3:30 p.m.
 DOWNTOWN ITHACA ALLIANCE, 171 E. State St, Ithaca, NY**

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 | General Manager IDCC | Yes |
| Ella Skinner | Downtown Ithaca LDC intern | Yes |

WELCOME/CALL TO ORDER

President J. Tavares called the meeting to order at 2:05 p.m.

VOTES

May 16, 2023 Minutes

P. Coleman made a motion to approve amended minutes of the May 16, 2023 Board of Directors meeting, noting the need to correct meeting attendance. The motion was moved by J. Tavares and seconded by C. Hart. Approved unanimously.

April 2023 Financial Statement

S. Smith Jablonski presented the financial statement, noting amendments are needed to reflect payments initially made from the LDC operating account and subsequently refunded by the bond. The group discussed the process by which invoices will be paid and accounted for and enhancements to future reports. An upcoming board meeting will feature an updated report and an overview of budgeted progress against actual figures, on the original LDC budget.

J. Tavares moved and T. Knipe seconded a motion to accept the April 2023 financial statement as amended. The motion was approved with P. Coleman abstaining.

UDPATES AND DISCUSSION

Construction/Capital

Hard hat tours will not be offered of the under-construction site until further notice. Only those who are insured to be on site will be permitted until approximately September 2023. Additional updates were provided: drywall, rough-ins, and interior finishes will begin by the end of the month. The residential spaces in the building are anticipated to be completed and ready for occupancy by the end of February 2024. Orders for banquet tables and chairs have been issued; the submittal process for these orders is underway. The external signage for the IDCC is also in the approval process, "Ithaca Downtown Conference Center" will be visible over the middle of the building.

ASM Global

J. Humphrey reported on the progress of ASM Global as they have been working on hiring an Executive Chef and Director of Sales for the IDCC. The group discussed shared staffing possibilities through partnerships with local hotels, the Statler Hotel and Tompkins Cortland Community College were mentioned as potential staffing partners.

Members of the group, such as J. Humphrey and L. Conarton traveled to the Empire State Society and Association for Executives (ESSAE) trade show in early June, hoping to spread the word about the IDCC and its eventual capacity to host meetings and events. J. Humphrey mentioned attendees' enthusiasm for the destination when learning about the forthcoming conference center.

Marketing

There are currently three paths for marketing: through the Local Development Corporation, ASM Global, and the Convention and Visitors Bureau. Each group is implementing their own strategies for building awareness of and generating business for the conference center. While discussing how the group will communicate with the public regarding events at the IDCC, the project's social media pages were mentioned. Additionally, ideas relating to informational brochures and wristbands with QR codes leading guests to the IDCC website were brainstormed. The group hopes to give event attendees and their guests the opportunity and information to explore downtown Ithaca businesses and activities.

An open house to spread the word about the IDCC project will occur at Cinemapolis on Thursday, June 15. The purpose of this meeting is to answer any questions that residents and business owners may have about the project. Similar opportunities will occur as the IDCC nears opening.

New Business

The group is working towards finalizing a Board of Directors handbook and detailed job description of board membership. This will help stakeholders understand the roles and responsibilities of members and the new policy will guide board membership and action. The group is hoping to vote on this new policy in July 2023.

Executive Director's Report

The audit process is underway. A particular topic for attention is the determination of asset classifications according to generally accepted accounting principles.

Meeting Adjourned

This meeting was adjourned at 3:30 p.m. on Monday, June 12. The next Board of Directors meeting will be held on July 10, 2023.