

**DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION  
 BOARD OF DIRECTORS MEETING  
 MONDAY, JULY 10, 2023, 2:00 – 3:30 p.m.  
 DOWNTOWN ITHACA ALLIANCE, 171 E. State St, Ithaca, NY**

**MINUTES**

<b>Board Member</b>	<b>Organization</b>	<b>Present</b>
Jennifer Tavares	Tompkins Chamber of Commerce	Yes
Nan Rohrer	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	No
Greg Conard	Hotel Ithaca	No
Nick Helmholdt	Tompkins County	Yes
<b>Guests:</b>		
Suzanne Smith Jablonski	Downtown Ithaca LDC	Yes
Jason Humphrey	General Manager IDCC	Yes
Bruce Adib-Yazdi	Vecino Construction Group	Yes - remote
Sara Hayes	Hayes Strategy	Yes - remote
Lisa Conarton	Ithaca Tompkins County CVB	Yes - remote
Kelli Cartmill	Baywood Hotels	Yes - remote
Ella Skinner	Downtown Ithaca LDC intern	Yes - remote

**WELCOME/CALL TO ORDER**

President J. Tavares called the meeting to order at 2:10 p.m.

**VOTES**

**June 12, 2023 Meeting Minutes**

C. Hart moved and T. Knipe seconded a motion to approve the minutes of the June 12, 2023 board meeting. Approved unanimously.

**UPDATES AND DISCUSSION**

**Presentation and Q&A: Bruce Adib-Yazdi**

B. Adib-Yazdi from Vecino Group presented a construction update for the Ithaca Downtown Convention Center (IDCC), stating that the project is going well. The final room within the IDCC to be constructed is the Ballroom, which is projected to be complete in November 2023. He mentioned that the construction team is facing a hurdle as they work towards installing trusses throughout the building to hold up the roof. The project anticipates a “topping out” ceremony in mid to late August.

The group discussed whether the current timeline for construction could impact the events already scheduled in the IDCC in April 2024. B. Adib-Yazdi shared his belief that all scheduled events in April will be feasible.

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

S. Smith Jablonski reported that the official website for the Downtown Ithaca Local Development Corporation has been updated with meeting materials and contact information. The information had been previously posted on the Downtown Ithaca Alliance's website. Moving forward, documents will be exclusively available through the LDC's site: <https://www.downtownithacaldc.org/>. P. Coleman recommended the LDC logo should be reimaged without the waterfall image used in the conference center logo, to avoid confusion.

### **COMMITTEE REPORTS**

#### **Executive Committee**

The Executive Committee proposed two actions in response to the retirement and stepping down from the LDC board of Downtown Ithaca Alliance CEO, Gary Ferguson.

J. Tavares moved and P. Coleman seconded a motion to approve Cathy Hart as secretary, an office through which she will be an authorized signer on the LDC bank account held at Tompkins Bank. Approved unanimously.

P. Coleman moved and T. Knipe seconded a motion to approve Nan Rohrer, incoming CEO of the Downtown Ithaca Alliance, with whom the LDC has an administrative services agreement, as an authorized signer on the LDC bank account held at Tompkins Bank. Approved unanimously.

A Nominating Committee will be composed by President J. Tavares, with the responsibility to nominate at-large board members once the LDC is ready to welcome them, and for 2024, to confirm the directors to serve as representatives of their respective organizations and to propose the slate of officers.

#### **Finance Committee**

ASM Global has provided this committee with new projections regarding the first year of operations at the IDCC. J. Tavares reported having some questions for ASM Global after seeing the projections, especially since the financial deficit after the first year is larger than what was previously anticipated. More conversations on this topic are forthcoming.

Tompkins Community Bank is preparing a proposal for providing a line of credit to the project.

#### **Policy Committee**

The committee will be working on required and recommended policies. The Board of Directors Policy will be recirculated to the LDC board for consideration at the next meeting.

#### **Marketing Committee**

S. Smith Jablonski recapped the marketing roles that exist throughout this project; through ASM Global, Downtown Ithaca LDC, and the Convention and Visitors Bureau (CVB), and noted her thanks to Kelli Cartmill for developing this framework and agreeing to chair. The committee has been working to develop a clearer understanding of each group's goals for marketing of the IDCC. The marketing committee is waiting to see how ASM Global plans to be involved with marketing before they clarify the specific goals of the LDC and CVB.

## **LIAISON REPORTS**

### **ASM Global**

J. Humphrey reported an offer has been extended to a candidate for the Executive Chef/Director of Food and Beverage position, and a candidate for the Director of Sales position is under consideration. ASM Global is hiring multiple positions for the IDCC including Operations Manager, Catering Sales Manager, Accounting Manager/Human Resources Designee and Event Manager. J. Humphrey has several interviews scheduled with candidates for these positions in the coming weeks. J. Humphrey also reported that the convention center will use Infor as their sales operating system.

### **CVB & Imagine Ithaca**

The IDCC project was featured in Northeast Meetings + Events magazine on June 28, 2023. This article was titled "New Ithaca Conference Center is Going All Electric" and a link is attached:  
[https://meetingsmags.com/northeast/ne\\_blogs/new-ithaca-conference-center-is-going-all-electric/](https://meetingsmags.com/northeast/ne_blogs/new-ithaca-conference-center-is-going-all-electric/)

## **OLD BUSINESS**

### **Sponsorship**

T. Knipe queried about the status of our sponsorship efforts. An ad-hoc committee of P. Coleman, C. Hart, T. Knipe, and J. Tavares will join S. Smith Jablonski in advancing the work, including finalizing a list of opportunities, identifying prospects, and making and carrying out solicitation assignments. P. Coleman reminded that CVB has offered to assist with the design of collateral materials. C. Hart encouraged the group to have the materials in hand in advance of the September 2023 presentation to the Ithaca Area Economic Development (IAED) board.

### **MEETING ADJOURNED**

This meeting was adjourned at 3:33 p.m. by T. Knipe. The next Board of Directors meeting will be held on August 14, 2023.