

DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION

BOARD OF DIRECTORS MEETING

Monday, January 8, 2024, 2:00 – 3:30 P.M.

Downtown Ithaca Alliance, 171 E. State St, Ithaca, NY

MINUTES

Board Member	Organization	Present
Kelli Cartmill	Canopy by Hilton	Yes (arrived at 2:20 p.m.)
Peggy Coleman	Ithaca Tompkins County CVB	Yes
Greg Conard	Hotel Ithaca	Yes
Cathy Hart	Ithaca Marriott Downtown	Yes
Nick Helmholdt	Tompkins County	Yes
Zachary Jones	Hilton Garden Inn	Yes
Tom Knipe	City of Ithaca	Yes
Nan Rohrer	Downtown Ithaca Alliance	Yes (attended until 3:10 p.m.)
Jennifer Tavares	Tompkins Chamber of Commerce	Yes
Guests		
Lisa Conarton	Ithaca Tompkins County CVB	Yes
Jason Humphrey	IDCC/ASM Global	Yes (arrived at 2:10 p.m.)
Suzanne Smith Jablonski	Downtown Ithaca LDC	Yes

WELCOME/CALL TO ORDER

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

MINUTES

C. Hart moved and N. Helmholdt seconded a motion to approve the December 11, 2023 minutes with one typographical correction. Approved unanimously.

2024 OFFICERS AND DIRECTORS

On behalf of the nominating committee, J. Tavares presented the following slate of officers for a one-year term for 2024:

- Jennifer Tavares, President
- Cathy Hart, Vice President
- Nan Rohrer, Secretary
- Tom Knipe, Treasurer

P. Coleman moved and Z. Jones seconded a motion to approve the slate of officers. Approved unanimously.

J. Tavares presented the following slate of directors for a one-year term for 2024:

- Kelli Cartmill, representing Canopy by Hilton
- Peggy Coleman, representing Visit Ithaca/CVB

Greg Conard, representing Hotel Ithaca
Cathy Hart, representing Marriott Downtown
Nick Helmholdt, representing Tompkins County
Zachary Jones, representing Hilton Garden Inn
Tom Knipe, representing City of Ithaca
Carolyn Lee, at-large member
Ron Poole, at-large
Nan Rohrer, representing Downtown Ithaca Alliance
Jennifer Tavares, representing Tompkins Chamber and Chamber Foundation

T. Knipe moved and N. Rohrer seconded a motion to approve the 2024 directors. Approved unanimously.

REPORTS

Financial Statement

S. Smith Jablonski shared a reminder that Rebecca Carroll is the bookkeeper. She is currently working to update the chart of accounts in QuickBooks to enable better tracking of preopening expenses. P. Coleman and J. Tavares recommended additional adjustments to the statement, including adding budgeted figures vs. actual, to make them more useful as a management tool.

The process to set up funding for the remaining ASM pre-opening expenses has been done to start this month; the LDC has provided funding for Q1 2024 expenses. We are finalizing the marketing budget for 2024. Funds that were segregated into savings and CD accounts are earning interest and we have not had to tap into those funds yet. There was discussion about reporting requirements for the secondary and tertiary operating reserves, which will be determined ahead of the first Fiscal Oversight Committee for 2024.

Capital Project

S. Smith Jablonski shared onscreen a project report provided by Sara Hayes of Hayes Strategy. The first disbursement for ESD is in process and the project has met the threshold for the second disbursement. We do not see any delays in the installation of kitchen equipment, and delivery schedules have been adjusted for additional FF&E deliveries. The board raised the possibility of having power and water installed in the retail space. Clarification of the budget for interior branding, signage and artwork will be requested from Sara Hayes.

IDCC General Manager

J. Humphrey reported that he and his team had reviewed the goals for the number of events and event days for the 2024 operating period and agreed to keep them as-is. A major local event previously booked in June was able to be moved to July. Upcoming sales efforts include prospect development at Cornell and regular participation at regional trade shows throughout the year. The ASM-recommended marketing firm provided a proposal with an inapt scope of work, so these professional services need to be revisited. Discussion followed about Cayuga

Radio Group as a potential media outlet. At J. Humphrey's request, ASM corporate marketing has provided templates for creatives but has not provided other plans or outlines such as a social media calendar.

The newly hired senior accounting director, Mattea McConnell, will start next week. With her hiring, the ASM team needs a larger temporary office space.

J. Humphrey reported on issues related to Zippin, the technology system for the retail space. He also identified the limitation of the current space lacking power and water for coffee service. The LDC board endorses pursuing solutions to install electricity and a water line to accommodate a coffee station.

LDC Executive Director

S. Smith Jablonski presented a rough outline of the 2024 workplan and asked for feedback. The dates for an annual report to the community and the grand opening celebration are priorities to identify, with the former linked to the availability of the audited financial statement. It was suggested that public art be added as a project. S. Smith Jablonski requested recommendations for venues and groups for community relations-oriented presentations.

ADJOURN

P. Coleman moved and N. Helmholdt seconded a motion to adjourn. Approved unanimously.