

**DOWNTOWN ITHACA LOCAL DEVELOPMENT CORPORATION**

**BOARD OF DIRECTORS MEETING**

**Monday, December 11, 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>
Peggy Coleman	Ithaca Tompkins County CVB	No
Greg Conard	Hotel Ithaca	Yes
Cathy Hart, Secretary	Ithaca Marriott Downtown	Yes
Nick Helmholdt	Tompkins County	Yes
Zachary Jones	Hilton Garden Inn	Yes
Tom Knipe, Treasurer	City of Ithaca	Yes
Nan Rohrer	Downtown Ithaca Alliance	No
Teri Tarshus, Vice President	Baywood Hotels	No
Jennifer Tavares, President	Tompkins Chamber of Commerce	Yes
<b>Guests</b>		
Kelli Cartmill	Baywood Hotels	Yes
Jason Humphrey	IDCC/ASM Global	Yes
Suzanne Smith Jablonski	Downtown Ithaca LDC	Yes

**WELCOME/CALL TO ORDER**

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

**MINUTES**

G. Conard moved and C. Hart seconded a motion to approve the November 20, 2023 minutes with one typographical correction. Approved unanimously.

**STAFF REPORTS**

**IDCC General Manager**

J. Humphrey asked for input regarding the rate schedule, sharing that he and his team propose to revise the room rental fees to better meet the needs of prospective clients. He sought ideas for the mix of products for sale in the retail space, with the thought that it will serve the grab-and-go needs of the building tenants and other nearby residents. N. Rohrer asked that offerings be considered to complement, not compete, with downtown retailers; J. Humphrey replied the store will not be selling gifts or souvenirs and will limit their non-food products to necessities. J. Humphrey discussed he is examining the projected number of event days for the first operating year. As part of the examination of the goals, he consulted with the ASM team at the Albany Capital Center and learned they had around two years prior to opening to sell and book events – a much longer window than ours – and were still not able to achieve the number of event days in their first year that are included in the current IDCC projection.

### **LDC Executive Director**

S. Smith Jablonski discussed the draft 2024 committee structure. Noting the number of committees, T. Knipe inquired if all committees would meet monthly, to which S. Smith Jablonski replied that some are time-limited/seasonal while others are year-round commitments. We will seek to have a board member chair for each committee.

### **COMMITTEE REPORTS**

#### **Nominating Committee**

J. Tavares reported that the committee was working on developing the slate of officers and directors for 2024 and put out a call for expressions of interest in serving in an officer role.

#### **Finance & Executive Committee**

Upon the effective date of the lease (June 30, 2024), we begin to pay rent and costs associated with the condominium. The committee is revisiting original projections to plug in the target numbers. It was noted that the BID assessment requirement and projected cost is still under determination.

#### **Building Committee**

Meetings with the Vecino team will take place in early January to discuss topics in anticipation of the conference center opening; the agendas are under development. Two proposals were received for branding and design for donor and sponsor signage, wayfinding, and artwork.

#### **Policy Committee**

N. Helmholdt reported that proposed bylaws revisions to address Open Meetings Law will be forthcoming upon review by legal counsel. S. Smith Jablonski has reviewed the Downtown Ithaca Alliance employee handbook to assess which policies can stand as-is for our organization, and which policies the LDC should develop as its own standalone policies. An example of the latter is a media policy; members were asked to share samples.

#### **Sponsorship Development Committee**

S. Smith Jablonski reported that we will be working with Quinn Consulting Associates in the first quarter of 2024 to drive the sponsorship development campaign and asked all board members to participate in the process of identifying prospects and making introductions.

#### **Marketing Committee**

P. Coleman reported that the committee has honed in on its role relative to the work of the ASM and CVB teams. A proposal is forthcoming from Madden Media for marketing assistance.

### **OLD BUSINESS**

J. Tavares followed up on the discrepancy noted in the multiparty agreement, which she reported at the November board meeting, regarding the hotel partners' contributions to the tertiary operating reserve, where the amount was listed in one section as \$200,000 not

\$150,000. A thorough review of the document revisions history indicated that the discrepancy represented an oversight, not an intention to contribute at that level.

T. Knipe reported that the room tax legislation was reauthorized by Common Council.

**NEW BUSINESS**

None

**ADJOURN**

G. Conard moved and N. Helmholdt seconded a motion to adjourn. Approved unanimously.