

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
June 12, 2017; 12:00 PM

Called to order at 12:03 PM by Chair Lilly Smith

Members Present: Chair Lilly Smith & Members Kim Hodge, Janet Strong, Mayor Pro-tem Alice Schafer, Kevin Collison and Shelly Betancourt

Members Absent: Secretary Dave Weber, Elizabeth Dudek and Marci Browne

City Staff Present: City Manager Chris Yonker & DDA Coordinator Jennifer Reed

Public Present: None

Public Comment: None

Approval of Meeting Agenda

Motion by Strong, second by Betancourt to approve the meeting agenda; motion carried.

Approval of Minutes

Motion by Strong, second by Betancourt to approve the minutes from the regular meeting held on December 12, 2016; motion carried.

Old Business

Farmers Market

Jennifer discussed the current enrollment in the Farmers Market and that we are currently down to one seasonal vendor (Wesenberg Produce) and an occasional crafter. We usually pick up a few weekly vendors in the fall, but so far there has not been much interest. Discussion was held on possibly moving it to a weekday evening to see if it would help boost activity. Jennifer will make contact with Mr. Wesenberg again and see if he is still possibly interested in moving to a weekday versus being held on Saturday mornings.

US-127 Billboard

An estimate was provided from the City's Dept. of Public Works on the repairs needed for the US-127 billboard. The total estimate was \$2319.64. Discussion was held regarding the billboard, repairs needed and the fees for the 2018 year. To help cover some of the repair costs, the Board discussed the option of having two businesses with a 10x15 ad vs. three businesses with a 10x10 ad on the billboard. If two businesses were interested in sharing the billboard, the ad would be larger and the cost would be \$1,250 each for the 10x15 ad space. If three were interested in sharing the billboard, the cost would be \$800 each for a 10x10 ad space. Once the billboard participants are chosen, Jennifer will also get a quote from E & S Graphics for the production of the banner now that they are offering this service, once the banner participants have been chosen.

Motion by Collison, second by Betancourt to approve the increase in fees for the repairs to be completed on the US-127 billboard; motion carried.

Reduction of Board Member Positions on the DDA Board

Discussion was held on reducing the number of Board members to 8+ the Mayor instead of the current 10+ the Mayor. There are currently two vacant positions that need to be filled, plus with Dave Weber and Elizabeth Dudek not returning, that will leave four vacancies. Manager Yonker stated he would make contact with Rick and Linda Bongard, Brandon Simmet and Tina Castillo to see if any of them are interested in joining the board. Manager Yonker will take the proposal to City Council to change the by-laws of the Downtown Development Authority to reduce its members to 8+ Mayor.

New Business

Approval of FY 2017-18 DDA Budget for Funds 247 & 248

Discussion was held regarding the budget as adopted by the City Council, and the Financial Reports.

Motion by Strong, second by Betancourt to approve the FY 2017-18 DDA Budget for Funds 247 & 248 as adopted by the City Council; motion carried.

Financials

The Board reviewed the financial statements and had no questions. By consensus, the Board accepted the financials including the check register and placed them on record for audit.

Purchase of U.S. Flags for Downtown

New flags were needed for our downtown that the City displays during the following holidays: Memorial Day, Flag Day, Independence Day and Veterans Day. The flags needed to be purchased before the next DDA meeting, therefore they were purchased in order to be up in time for the July 4th holiday. The old flags were not in a usable condition due to age and condition.

Motion by Strong, second by Collison to approve the purchase of the U.S. Flags for our downtown area; motion carried.

Staff Updates

City Manager Yonker highlighted several items on his two most recent City Manager Activity Reports to the City Council dated May 12, 2017 and June 2, 2017.

Roundtable Discussion

None

Public Comments

None

Adjournment 1:05 PM

Dave Weber, Secretary/Treasurer

Jennifer Reed, DDA Coordinator

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
September 11, 2017; 12:00 PM

Called to order at 12:03 p.m. by Chair Lilly Smith

Members Present: Chair Lilly Smith & Members Marci Browne, Kevin Collison and Mayor Tim Palmer

Members Absent: Shelly Betancourt, Kim Hodges and Janet Strong

City Staff Present: City Manager Chris Yonker & DDA Coordinator Jennifer Reed

Public Present: None

Public Comment: None

Election of Officers

Nominations were made with members acceptance for the following positions:

- Motion by Collison, second by Palmer to approve Lily Smith to serve as Chair; motion carried.
- Motion by Palmer, second by Smith to approve Kevin Collison to serve as Vice Chair; motion carried.
- Motion by Palmer, second by Smith to approve Marci Browne to serve as Secretary/Treasurer; motion carried.

Approval of Meeting Agenda

Motion by Palmer, second by Collison to approve the meeting agenda; motion carried.

Approval of Minutes

Motion by Palmer, second by Collison to approve the minutes from the regular meeting held on June 12, 2017; motion carried.

Old Business

- a. US-127 Billboard. DDA Coordinator Jenn Reed reported that the Dept. of Public Works crew has nearly completed the renovation of the DDA-owned billboard along US-127. The only item remaining is the replacement of the two old quartz halogen floodlights with new energy efficient LED fixtures. As discussed at the previous meeting, staff has secured two businesses that are willing to share the 10'x30' space, resulting in two 10'x15' ads priced at \$1,250 per ad. Ads will be printed and installed by E&S Graphics for Ithaca Chevrolet and the Hearthstone Oven & Bakery. As soon as the City has received the rental amounts and the ads are printed, they can be installed.
- b. Farmers Market. Ms. Reed summarized the season to date at the Farmers Market. We have only one seasonal vendor, and an occasional single-day vendor or crafter. The Board discussed ideas for increasing the participants at the market, including reduced or free booth rental fees, and moving the market day from Saturday to an afternoon/evening during the week to take advantage of the many people in town during the day for business

with Gratiot County and the courts. The Board will continue discussion of alternatives for the coming year at subsequent meetings.

- c. Reduction in No. of Board Members. The City Manager reviewed the recommended amendments to both the DDA Bylaws and Chapter 12 of the City Code of Ordinances. The amendments would reduce the number of members on the DDA Board from ten plus the mayor, to eight plus the mayor. This would also reduce the number of members needed for a quorum from six to five. Finally, the amendments would change the number and dates of Board meetings. The Board currently meets on the second Monday of each month, except during the summer months of June, July and August. The changes to the bylaws set up quarterly meetings on the second Monday of each month during the months of April, June, September & December. If the Board moves to adopt these amendments, they would be presented to the City Council for consideration at its September 19th meeting. Following brief discussion, Collison moved, seconded by Palmer, to accept the amendments to the DDA Bylaws and the City Code as presented by the City Manager, and to forward them to the City Council for approval; motion carried.
- d. Vacancies on DDA Board. Mr. Yonker reviewed the DDA Board membership roster and stated that the bylaw and ordinance amendments would eliminate two positions that are currently vacant. These were the 4-year terms of Elizabeth Dudek and Dave Weber, which expired 6/30/2017. There still remains two vacant positions for 4-year terms ending 6/30/2021. These were terms vacated by the resignations of Aaron Hale and Tony Duplesis. Board members were encouraged to seek out new members to fill the two vacancies. The City Manager reminded the Board that according to the DDA statute, at least one of those two new members would have to live within the greater DDA District.

New Business

- a. Financial Reports. The Board reviewed the DDA check register, and both balance sheets and revenue/expense reports for both the DDA operating & tax increment financing funds. By consensus, the reports were accepted and placed on file.
- b. Discussion: Renewal of DDA Development & TIF Plans. Mr. Yonker briefed the Board on the necessary actions that would need to be taken to update the DDA Development Plan and Tax Increment Financing (TIF) plans, which expire next spring. The Board will need to review both plans and decide the capital improvements and other projects the Board desires to undertake over the extended life of the plans. The Board will also need to determine the amount and method for the capture of property taxes under an extended TIF plan. The expiring TIF plan limits the tax capture to only 20% of the increased taxable value of properties within the TIF district, which does not currently include all of the designated DDA district. This process will likely require one to two additional Board meetings and a public hearing prior to forwarding the plans to the City Council for action.

Staff Updates

City Manager Yonker highlighted several items on his two most recent City Manager Activity Reports to the City Council dated August 18 and September 1, 2017.

Roundtable Discussion

The Board briefly discussed with staff the need to re-stain/re-seal the wooden portions of the Farmers Market pavilion, including the fascia, posts and gable ends. Mr. Yonker stated he would work with the DPW Director to get this included in the crew's spring work schedule.

Public Comments

None

Adjournment

Being no further business to come before the Board, Palmer moved and Collison seconded to adjourn the meeting at 12:45 p.m.; motion carried.

Marci Browne, Secretary

Chris A. Yonker, City Manager