

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
April 9, 2018; 12:00 PM

Called to order at 12:05 p.m. by Chair Lilly Smith

Members Present: Chair Lilly Smith & Members Marci Browne, Kim Hodge, and Mayor Alice Schafer

Members Absent: Shelly Betancourt, Kevin Collison and Janet Strong

City Staff Present: City Manager Chris Yonker & DDA Coordinator Shelly Moffit

Public Present: Rob, Rhonda and Lexi Endter

Public Comment: None

Swearing in of Officers

Deputy Clerk Cathy Cameron swore in new Secretary/Treasurer Marci Browne

Welcome New DDA Coordinator

Chair Lilly Smith welcomed new DDA Coordinator Shelly Moffit to the City of Ithaca. Ms. Moffit gave a brief description of herself and her background and is looking forward to working with the DDA and bringing a positive influence.

Approval of Meeting Agenda

Motion by Schafer, seconded by Browne to approve the meeting agenda; motion carried.

Approval of Minutes

Motion by Browne, seconded by Hodge to approve the minutes from the regular meeting held on September 11, 2017; motion carried.

Old Business

- a. US-127 Billboard. Manager Yonker reported that the DPW crew completed the renovations on the DDA-owned billboard along US-127. DDA Coordinator Shelly Moffit stated that the advertising for Ithaca Chevrolet and the Hearthstone Oven & Bakery is completed and up. Both businesses have paid the \$1,250 for their ads in full.

- b. Farmers Market. The Board discussed looking into what products can and cannot be sold at the farmers market according to the requirements and/or restrictions of the grant if any still exist. After discussion it was decided to keep the daily/seasonal vendor fees that are currently in place. The Board talked about several ideas on how to improve vendor and community participation. Ms. Moffit will reach out to previous vendors and work on advertising. It was decided to keep the farmers market on Saturday's for now and alternative dates could be re-evaluated in the future.

- c. Appointment Recommendations. There are still two vacant positions for the 4-year terms ending 6/30/2021. Mayor Alice Schafer announced that three letters of interest were submitted to the Board for review. City Manager Yonker reminded the Board that one of the two new members are required to live within the DDA District. He also directed the Board to make two recommendations to the Council to consider for appointment. The letters from the three candidates, Krystin Jerome, Diane Godley and Rhonda Endter were reviewed. After discussion the consensus was to recommend Krystin Jerome and Rhonda Endter to Council to consider for appointment to the DDA Board.

New Business

- a. Adoption of DDA 2018 Meeting Dates. After discussion, the Regular DDA Board meeting dates for calendar year 2018 as presented were agreed upon by consensus. The Board also agreed to keep the meeting time at noon in the City Council chambers.
- b. DDA Development & TIF Plan. Mayor Alice Schafer gave an overview of the Council's reasoning and decision to not renew the TIF Plan. Manager Chris Yonker further explained that the State Legislature adopted a bill that has condensed all the TIF districts into one statute and have added a lot of requirements how the money in the TIF districts is being captured. Not renewing the TIF plan will allow the City to contribute funds to the DDA with no requirements from the State.
- c. Financial Reports. The Board reviewed the DDA check register, balance sheets and revenue/expense reports. Motion by Browne, seconded by Hodge to approve the financials as presented. Motion carried. Manager Yonker explained that the DDA TIF attorney confirmed that there will be no requirements to file with the State next year seeing that the TIF Plan is not being renewed. It is yet to be determined if the TIF fund can be rolled over into and DDA fund after the audit is done.
- d. Bylaws and DDA Ordinance amendments. The Board was given clean copies of the revised DDA Bylaws and DDA Ordinance amendments for their files along with a copy of the DDA District map.

Staff Updates

City Manager Yonker highlighted several items on his two most recent City Manager Activity Reports to the City Council dated March 16th and 29th 2018. Manager Yonker also reported that the DDA Development Plan needs to be updated. Since the TIF Plan will expire it will not need to be updated.

Roundtable Discussion

Browne reported that real-estate in the Ithaca area is great. The bike path, bike path connector and options to make it more user friendly and the potential to make additional improvements were discussed. Smith also reported that business is good. Hodge stated the home health care is good and are always seeking new clients and employees who like to care for the elderly.

Public Comments

Lexi Ender requested to organize a “Ladies Day” on Saturday May 5th in conjunction with opening day of the Farmers Market and a fund raiser for the Food Pantry put on by Muscle Mechanics inside My Sister’s Closet. The request was unanimously approved by the Board.

Adjournment

Being no further business to come before the Board, Schaefer moved and Browne seconded to adjourn the meeting at 1:25 p.m.; motion carried.

Marci Browne, Secretary

Shelly Moffit, Recording Secretary

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
June 11, 2018; 12:00 PM

Called to order at 12:08 p.m. by Secretary/Treasurer Marci Browne.

Members Present: Marci Browne, Kim Hodge, Janet Strong, Rhonda Endter, Kristyn (Jerome) Roethlisberger and Mayor Alice Schafer. Shelly Betancourt arrived subsequently.

Members Absent: Chair Lilly Smith, Vice Chair Kevin Collison, DDA Coordinator Shelly Moffit

City Staff Present: City Manager Chris Yonker

Public Present: Rob and Lexi Endter

Public Comment: Lexi Endter stated she had a report to give on the Ladies Day Event.

Swearing in of Board Members

Deputy Clerk Cathy Cameron administered the Oath of Office to Janet Strong, Shelly Betancourt and new members Rhonda Endter and Kristyn (Jerome) Roethlisberger.

Welcome New DDA Members

Marci Browne welcomed new DDA Board Members Rhonda Endter and Kristyn Roethlisberger. Everyone took turns introducing themselves and in what manner they represented the DDA.

Approval of Meeting Agenda

Motion by Strong, second by Hodge to approve the meeting agenda with the addition of the Ladies Day Report; motion carried.

Approval of Minutes

Motion by Schafer, second by Browne to approve the minutes from the regular meeting held on April 9, 2018; motion carried.

Old Business

- a. Ladies Day. Lexi Endter reported that there was good participation from the downtown businesses to put together the gift basket for the winner of the passport game. Only thirteen entries were submitted for the drawing. Ithaca resident Barb Savage was the winner of the basket. With having more time to plan and prepare, it is hopeful that future events will have better participation. The Board thanked Lexi for her efforts.
- b. Farmers Market. The Board reviewed the written report from DDA Coordinator Shelly Moffit. The market has been well received from the community. The pavilion was full for opening day and Mother's Day weekend. Local resident Austin Chandler has entertained us with his musical talent during the market when the weather has cooperated. The rain has been a big factor in vendor participation for the past three Saturdays.

New Business

- a. **DDA Development Plan.** City Manager Chris Yonker explained for the new Board members that State law requires that the DDA have a 10- to 15-year Development Plan put in place. The current plan is ready to expire. A discussion draft for a new plan will be presented at the September meeting for the Board's review.
- b. **Remaining TIF Money.** After discussion, the City Council along with the DDA Board chose not to renew the Tax Increment Financing (TIF) Plan. The remaining TIF funds will be transferred from the TIF Fund to the DDA Operating Fund. This will eliminate the paperwork required by the State. At the end of the fiscal year there will be approximately \$12,000 left in the fund balance. It was recommended by the City's attorneys at Miller/Canfield to spend or incur a contract by the end of this fiscal year for the remaining TIF funds. The City Council has recommended that the funds be expended for the engineering of the Center Street sidewalk project. After discussion, motion by Strong, second by Betancourt for the remainder of the TIF Fund to go toward the Center Street sidewalk project; motion carried.
- c. **Financial Reports.** The Board reviewed the DDA check register, balance sheets and revenue/expense reports. After discussion the financial reports were approved by consensus of the board and placed on the record.
- d. **Downtown Resident Parking Permits.** A potential buyer of downtown properties who intends to renovate upstairs apartments has inquired if the City would consider setting up a parking permit system that would allow for tenant parking in public parking areas. After much discussion of various options, it was the consensus of the Board to move forward with a draft ordinance for downtown resident parking permits. City Manager Yonker will take this to the City Council for their consideration and adoption. He added that there are City-owned downtown parking lots that are in need of repair. Due to a higher than expected fund balance in the General Fund, the expense would likely come from the General Fund. The City Council has discussed and is still looking into some issues that need to be resolved with the adjoining property owners before moving forward with the project.
- e. **DDA Billboard.** The Board discussed the next billboard advertisement process; the new advertising would be installed in January 2019. The consensus was to stay with two ads at \$1,250 each. After discussion, motion by Betancourt, second by Strong to move forward with accepting applications from businesses in the DDA district for two billboard ads at the same rate as last year; 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 11 and June 1, 2018. Yonker stated that the Dust Off and Back to the Bricks Car Shows were a success. Business was good for five of the downtown restaurants who sold out of the takeout lunch specials that were offered. The Old US-127 Car Cruise will be on August 23, 2018. If lunch specials are going to be offered for the August 23rd car show, Browne suggested to include the new owners of the "coffee shop" on the list.

Roundtable Discussion

Rob and Rhonda Endter of Classy Kids Closet have purchased the building that currently houses My Sister’s Closet and are in transition of offering close-out specials and relocating into their new store.

Strong reported they worked very hard to complete a last-minute T-shirt order for the Wellhead Protection Program T-shirt design contest in which 5th graders participated. The City’s grant will be covering the cost of a shirt for every 5th grader in Ithaca schools.

Hodge stated she will be involved with the 2nd Annual Biker Benefit June 23rd with one of the stops being in downtown Ithaca. The proceeds will go to Peggy Kosek of the South Elementary School Library.

Public Comments

No public comments were offered.

Adjournment

Being no further business to come before the Board, Schafer moved, seconded by Strong to adjourn the meeting at 1:12 p.m.; motion carried.

Marci Browne, Secretary

Shelly Moffit, Recording Secretary

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
September 10, 2018; 12:00 PM

Called to order at 12:04 p.m. by Vice Chair Kevin Collison.

Members Present: Kim Hodge, Kevin Collison, Lilly Smith, Marci Browne, Janet Strong and Rhonda Endter. Mayor Alice Schafer and Shelly Betancourt arrived subsequently.

Members Absent: Kristyn Roethlisberger

City Staff Present: City Manager Chris Yonker and DDA Coordinator Shelly Moffit

Public Present: Rob and Lexi Endter

Public Comment: No public comment.

Approval of Meeting Agenda

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

Approval of Minutes

Motion by Smith, second by Strong to approve the minutes from the regular meeting held on June 11, 2018; motion carried.

Old Business

- a. DDA Development Plan. City Manager Yonker revisited the need to update the DDA Development Plan. He asked the board members to consider future improvements and projects they would like to see accomplished. There may be opportunities to apply for grants that become available. He will send out a draft of an updated DDA Development Plan within the next couple weeks for the board members to review prior to the December 10, 2018 meeting.
- b. DDA Billboard. Two of our new downtown businesses expressed interest in advertising on the DDA billboard: Ryan Mills, owner of Four7 Food & Spirits and Bob Milks, owner of Grub A Dubs Restaurant. The consensus was to stay with two ads at \$1,250 each. Motion by Strong, second by Smith to approve the requests from Four7 Food & Spirits and Grub A Dubs Restaurant to advertise on the DDA billboard; motion carried.
- c. Downtown Resident Parking Permits. Ryan Smith had inquired if the City would consider setting up a parking permit system that would allow for overnight tenant parking in public parking areas for the upstairs apartments he will be renovating downtown. A draft for a downtown parking permit ordinance was taken to the city council for its consideration. City Manager Yonker summarized the ordinance for the DDA board. Several areas of concern and suggestions were mentioned. Mayor Schafer gave an outline of the City Council's view regarding the ordinance. A meeting will be scheduled for the downtown business owners and tenants to get their feedback on this issue.

New Business

- a. **Financial Reports.** The Board reviewed the DDA check register from 6/1/18 – 9/5/18, and balance sheets and revenue/expense reports for the period ending 6-30-18. After discussion; motion by Browne, second by Strong to approve the financial reports; motion carried.
- b. **2019 DDA Meeting Schedule.** After review, motion by Strong, second by Betancourt to approve the 2019 Meeting Dates as presented; motion carried.

Staff Updates

City Manager Yonker highlighted several items on his most recent City Manager Activity Report to the City Council dated August 31, 2018, which included the Center St. sidewalk extension, progress at ZFS, the N. Pine River St. MDOT project, downtown building renovation and OPRA updates.

Mr. Yonker asked Lexi Endter, IPC Interim Chair, to comment on the Ithaca Fall Fest coming up this Saturday. She said that volunteers are always needed and several planned events were discussed.

The Old US-27 Motor Tour was a huge success this year. The menus to promote downtown eateries were well received. The downtown speaker system has been updated & worked well.

The City Manager handed out copies of Ordinance No. 2018-01, which amended Chapter 40 Zoning: Article 12. C-1 Central Business District. The Planning Commission developed the amendments that addressed permitted uses, setbacks and other beneficial changes. The City Council has adopted the ordinance, which will become effective September 25th.

Mr. Yonker also commented that there have been four ribbon-cuttings in the last month for new businesses in the downtown.

Roundtable Discussion

Board member Endter asked if the DDA did any promotional functions for the downtown businesses. It was explained that the DDA's role was to assist with development, promote the City, make physical improvements, building rehabs etc. The DDA promotes the District businesses in various ways, including the Constant Contact email newsletter, Facebook and the DDA billboard. Smith encouraged use of the DDA's website services for small businesses.

Public Comments

No public comments were offered.

Adjournment

Being no further business to come before the Board, Betancourt moved, seconded by Strong to adjourn the meeting at 12:54 p.m.; motion carried.

Marci Browne, Secretary

Shelly Moffit, Recording Secretary

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
December 10, 2018; 12:00 PM

Called to order at 12:07 p.m. by Chair Lilly Smith.

Members Present: Rhonda Endter, Kim Hodge, Kristyn Roethlisberger, Lilly Smith and Janet Strong

Members Absent: Kevin Collison, Marci Browne, Shelly Betancourt and Mayor Alice Schafer

City Staff Present: City Manager Chris Yonker and DDA Coordinator Shelly Moffit

Public Present: Lexi Endter

Public Comment: No public comment.

Approval of Meeting Agenda

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

Election of Officers

These positions are for 1-year terms beginning July 1, 2018 through June 30, 2019. Motion by Roethlisberger, second by Smith to nominate Janet Strong as Chair, Kim Hodge as Vice Chair and Marcie Browne as Secretary/Treasurer; motion carried. Strong Chaired the remainder of the meeting.

Approval of Minutes

Motion by Smith, second by Hodge to approve the minutes from the regular meeting held on September 10, 2018; motion carried.

Old Business

- a. DDA Development Plan. City Manager Yonker is continuing to work on the updated DDA Development Plan.
- b. DDA Billboard. The new DDA Billboard advertisements for Four7 Food and Spirits and Grub A Dubs Restaurant was installed on November 29, 2018 by Skyline Outdoor Advertising and was two days ahead of schedule. The new energy efficient LED lights have been installed and illuminate the billboard at night much better.
- c. Downtown Resident Parking Permits. City Manager Yonker explained that following the public forum held on October 29, 2018, Council voted to not place any restrictions on overnight parking in public downtown parking lots at this time. Currently, there are no limitations and the public is allowed to park overnight in any of the downtown back lots. Parking has not been an issue in the past. If it becomes an issue in the future this subject can be revisited.

New Business

- a. Financial Reports. The Board reviewed the DDA check register from 9/11/18 – 12/4/18, balance sheets, and revenue/expense reports for the period ending 10/31/18.

After discussion, motion by Endter, second by Smith to approve the financial reports; motion carried.

Staff Updates

DDA Coordinator Shelly Moffit reported on the 2018 Farmers Market season. The Farmers Market begins the first Saturday in May and runs through the last Saturday in October. She stated that during the last two weekends, it is difficult to find vendors due to the weather and the fresh produce season having come to an end.

After discussion, motion by Hodge, second by Endter to end the Farmers Market after the second Saturday in October; motion carried.

Moffit also reported that the windstorm this summer took out two of the new Farmers Market portable signs. New signs will be ordered in the spring.

The City website enhanced-listing feature was discussed. Smith stated that this feature is valuable to her business. Moffit will be working on promoting this feature to our local businesses that are on the City's website business directory.

City Manager Yonker highlighted several items on his most recent City Manager Activity Reports to the City Council dated November 16th and November 30th which included: the N. Pine River St. MDOT project, which is on hold until the spring due to the union operators strike; Zone 4 sidewalk replacement is complete and zone 3 will be on the docket for next year; Bagley Road closure @ US-127 interchange; Ryan Smith asked for an extension for the closing on the purchase of downtown buildings he plans to renovate; Council's position on the new recreational marihuana law; and MDEQ's continuing testing for PFAS. Manager Yonker also thanked Lexi Endter, Chair of the Ithaca Promotional Committee for the great job they did with the Hometown Christmas and Santa Parade.

Roundtable Discussion

DDA Coordinator Moffit asked the Board if there was any specific direction or projects they would like to focus on. After suggested by Smith, it was decided to put together a welcome packet for new business owners.

Public Comments

No public comments were offered.

Adjournment

Being no further business to come before the Board, Chair Strong adjourned the meeting at 1:08 p.m. The next DDA meeting will be April 8, 2019.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary