



AGENDA
ITHACA DOWNTOWN DEVELOPMENT AUTHORITY
INFORMATIONAL MEETING
AND
REGULAR BOARD MEETING
Monday, September 14, 2020
12:00 PM Noon
City Hall, 129 W. Emerson St., Ithaca MI 48847

1. Public Informational Meeting
2. Review DDA Goals, Direction and Projects for the upcoming year
3. Public Comment
4. Call to Order Regular Board Meeting
5. Approval of the Regular Meeting Agenda
6. Approval of Minutes of Board Meeting held June 15, 2020
7. Public Comments (General comments including items on the Agenda)
8. Old Business:
 - No old business
9. New Business:
 - DDA Quarterly Financial Reports & Accounts Payable Listings
 - Selection of businesses to advertise on the billboard
 - Update on the construction downtown
10. Staff Updates:
 - DDA Coordinator's Report to Board
 - Board roundtable discussion
11. Public Comments
12. Adjournment

*Next Regular Meeting *December 14, 2020.*

**A portion of the agenda will be dedicated for public information as required by the State of Michigan, which allows the public to be informed and provide input on the goals and direction of the DDA, including projects to be undertaken in the coming year.*

City of Ithaca DDA Goals & Insight

Revised October 21, 2019

DDA Goals

- Land use
- No vacancies
- Programs – Utilize Churches (kids' night out, meet the merchants)
- North alley rehab
- Parking – ample parking for new apartments
- Utilize grant opportunities – seek college students
- Stop truck traffic downtown – header/arch
- More merchant involvement with event planning/promo
- Attract lodging – hotel/bed & breakfast
- Keep district attractive - facade

Threats

- Losing businesses – retail shopping
- Loss of great opportunity – facade grants
- No TIF capture – City General fund contribution
- Population loss
- Lack of housing
- Vacant buildings
- Downtown parking
- People forget what the DDA does – include with water bill

Strengths

- Courthouse/County seat
- Only bowling alley in the county
- School systems
- Local grocery store
- Vibrant – considering economy - industrial/higher income
- Community “Unity” pride
- Hearthstone Oven/Apple Barrel
- Restaurants – A variety of eateries
- Self-Serve Lumber – open 7 days /TSC/Ellens Equipment/ZFS
- Downtown apartments
- Newsletters – communication through constant contact, website, facebook etc.
- Reciprocate promotional events with neighboring communities and Chamber
- Completed sidewalks through community
- US-127 Bike path
- Soccer field/Parks – partner with local campgrounds
- Snow removal

Opportunities

- Fine dining
- New revenue – PEV - wired for electric cars (long term)
- ZFS Inc – 2 more phases, increase in people
- Remodeled retail space/new apartments – under construction
> 2 of 3 already leased
- Self-funded programs
- Low cost website advertising
- Create disc golf course – McNabb Park
- Rehab/Repurpose Elementary Schools (if closed) – childcare, juvenile facility etc.

Weaknesses

- Tough economy – retailers not willing to match grant dollars
- More communication needed
- More merchant involvement
- Funds/Small funding source
- Evening activities/Fine dining
- Lodging accommodations
- Lack of volunteers with today's busy environment
- Identity/Branding – “Hometown” who are we?
- No camping
- Loss of bakery – No deli
- Lacking programs – Ladies Day, Mens night, window dressing, DYI events, SBDC informational meetings etc.
- Stamped concrete maintenance – City absorbs cost
- Downtown speaker system

City of Ithaca DDA Programs & Activities

Revised January 13, 2020

Programs & Activities for 2020

- DDA Billboard
- Farmers Market
 - Market day is Tuesday's from 4pm to 7pm
 - No vendor fee this year
 - Promote through advertising locally and with other farmers markets
 - Variety of entertainment (artist, demonstrations, music)
 - Fall/Halloween event
- Lady's Day – Mother's Day weekend event
 - Pop-ups
 - Merchant participation
 - Photo opportunity
 - Involve local churches
- Beautification – downtown window painting/decorating
- Art Expo Banners – downtown lampposts
- US-127 Motor Tour
 - Promote downtown businesses
 - Capitalize on fundraisers (50/50 raffle, merchandise sales)
- Recognize new businesses in the DDA district
 - Welcome packets
 - Promote through advertising
- Meet the Merchants – coordinate with school event
- Partner with IPC to plan and implement successful fundraisers, events and activities.

Potential Activities

- Create new or bring back previous programs and activities
 - Art exhibit – coordinate with school and local artists
 - Christmas shopping with IPC Hometown Christmas event
 - Bike path /Jailhouse Trail event
 - Storefront window display contests
 - Scavenger Hunt

Downtown Development Goals

- Ithaca DDA branding/logo/theme
- Utilize grant opportunities (use for murals, sound system, electric message board etc.)
- Cross promotion with other organizations
- Campaign for fundraiser projects
- Better signage for downtown businesses- near the business route
- Potential for future PEV station

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
June 15, 2020; 12:00 PM

Called to order at 12:28 p.m. by Vice-Chair Kim Hodge.

Members Present: Marci Browne, Kevin Collison, Rhonda Endter, Kim Hodge, Kristyn Roethlisberger, Deb Vusich and Mayor Alice Schafer.

Members Absent: Shelly Betancourt and Janet Strong

City Staff Present: City Manager Jamey Conn and DDA Coordinator Shelly Moffit

Approval of Meeting Agenda

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

Approval of Regular Meeting Minutes

Motion by Schafer, second by Collison to approve the minutes from the regular meeting held on December 9, 2019; motion carried.

Approval of Special Meeting Minutes

Motion by Collison, second by Vusich to approve the minutes from the Special Meeting held on January 13, 2020; motion carried.

Public Comment: No public comment was offered.

Old Business

- a. Special Projects Meeting Update. DDA Coordinator Moffit highlighted items from Special Meeting held January 13, 2020. Changing the day and time for the Farmers Market has been well received by our previous vendors and new vendor interest has increased. Letters will be sent to new businesses for interest to advertise on the DDA Billboard. Selections will be at the September 14th meeting. Ladies Day and the Art Expo Banners were cancelled due to COVID-19. The US-127 Motor Tour is still scheduled for Thursday, August 20, 2020. Meet the Merchants is on hold at the moment. Beautification of the downtown will be looked into and we continue to recognize and welcome new businesses.

New Business

- a. Financial Reports. The Board reviewed the DDA check register from 12/10/19 – 6/9/20, balance sheets, and revenue/expense reports for the period ending 3/31/20. After discussion, motion by Vusich, second by Browne to approve the financial reports; motion carried.
- b. 2020-2021 Budget Approval. After review, motion by Collison, second by Browne to approve the DDA Budget for 2020-2021.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report and highlighted topics which included keeping local businesses updated on funding opportunities due to COVID, the new signs for the farmers market and new advertisements for the DDA billboard.

City Manager Jamey Conn submitted his Manager's Report to the City Council dated 3/17/20 & 4/7/20.

Roundtable Discussion

Mayor Schafer reported that applications for open DDA positions submitted by Janet Strong and Shelly Betancourt will go before the next City Council meeting. She also commented on how the churches and Commission on Aging have reached out to people in need during this time.

Browne reported that a new ice cream shop is being built by Ric's Food Center and a new sign is coming soon for American Choice Realty and The Cutting Edge. She also shared how the COVID pandemic has affected her business. Hodge commented that she is very thankful for the community we live in. Gyms, barber shops, hair salons and spas were allowed to open today. Collison reported that Commercial Bank also opened today.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board the meeting was adjourned at 12:56 p.m. The next DDA Informational and Regular Meeting will be scheduled for September 14, 2020 at 12:00 p.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

REVENUE AND EXPENDITURE REPORT FOR CITY OF ITHACA

PERIOD ENDING 06/30/2020

% Fiscal Year Completed: 100.00

PREAUDIT STATEMENTS

GL NUMBER	DESCRIPTION	2019-20	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	06/30/2020 NORMAL (ABNORMAL)	MONTH 06/30/2020 INCREASE (DECREASE)	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000 - GENERAL GOVERNMENT						
248-000-665.000	INTEREST EARNED	500.00	420.74	9.27	79.26	84.15
248-000-671.002	BILLBOARD REVENUE	2,500.00	2,500.00	0.00	0.00	100.00
248-000-671.003	MISCELLANEOUS-PROMO ADVERTISE	400.00	375.00	0.00	25.00	93.75
248-000-671.004	MISCELLANEOUS-FARMERS MARKET	700.00	150.00	0.00	550.00	21.43
248-000-671.005	MISC- EVENT FEES	0.00	20.00	0.00	(20.00)	100.00
248-000-671.006	MISC - WEBSITE ADVERTISING	300.00	300.00	0.00	0.00	100.00
248-000-699.000	TRANSFERS IN	10,000.00	10,000.00	0.00	0.00	100.00
Total Dept 000 - GENERAL GOVERNMENT		14,400.00	13,765.74	9.27	634.26	95.60
TOTAL REVENUES		14,400.00	13,765.74	9.27	634.26	95.60
Expenditures						
Dept 729 - DOWNTOWN DEVELOPMENT						
248-729-726.000	SUPPLIES	400.00	475.44	0.00	(75.44)	118.86
248-729-728.000	FARMERS MARKET	400.00	100.00	100.00	300.00	25.00
248-729-801.000	PROFESSIONAL & CONTRACTUAL	1,713.00	912.68	0.00	800.32	53.28
248-729-819.000	MEMBERSHIP AND DUES	125.00	125.00	0.00	0.00	100.00
248-729-825.000	TRAINING & EDUCATION	200.00	160.00	0.00	40.00	80.00
248-729-860.000	TRAVEL EXPENSES	350.00	511.67	0.00	(161.67)	146.19
248-729-891.000	EVENT PROMOTION & EXPENSE	400.00	241.45	0.00	158.55	60.36
248-729-900.000	PRINTING AND PUBLISHING	50.00	0.00	0.00	50.00	0.00
248-729-900.001	PRINTING -BILLBOARD BANNERS	700.00	675.00	0.00	25.00	96.43
248-729-920.000	UTILITIES	500.00	330.11	57.08	169.89	66.02
248-729-999.000	TRANSFERS OUT	12,106.00	12,106.00	0.00	0.00	100.00
Total Dept 729 - DOWNTOWN DEVELOPMENT		16,944.00	15,637.35	157.08	1,306.65	92.29
TOTAL EXPENDITURES		16,944.00	15,637.35	157.08	1,306.65	92.29
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		14,400.00	13,765.74	9.27	634.26	95.60
TOTAL EXPENDITURES		16,944.00	15,637.35	157.08	1,306.65	92.29
NET OF REVENUES & EXPENDITURES		(2,544.00)	(1,871.61)	(147.81)	(672.39)	73.57

Period Ending 06/30/2020

PREAUDIT STATEMENT

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000-001.000	CASH IN BANK	11,730.43
248-000-017.000	INVESTMENTS -MBIA CLASS	21,283.48
Total Assets		33,013.91
*** Liabilities ***		
248-000-202.000	ACCOUNTS PAYABLE	28.32
Total Liabilities		28.32
*** Fund Balance ***		
248-000-390.000	Fund Balance	34,857.20
Total Fund Balance		34,857.20
Beginning Fund Balance		34,857.20
Net of Revenues VS Expenditures		(1,871.61)
Ending Fund Balance		32,985.59
Total Liabilities And Fund Balance		33,013.91

User: JAMIE

DB: Ithaca

Check Date	Bank	Check	Vendor	Vendor Name	Amount
Bank DDA DDA					
06/17/2020	DDA	2082	0860	CONSUMERS ENERGY	28.76
06/17/2020	DDA	2083	1240	E&S GRAPHICS INC	100.00
07/22/2020	DDA	2084	0860	CONSUMERS ENERGY	28.32
08/19/2020	DDA	2085	0860	CONSUMERS ENERGY	32.19

DDA TOTALS:

Total of 4 Checks:	189.27
Less 0 Void Checks:	0.00
Total of 4 Disbursements:	189.27

From: MOUSSA NASSER <JLUBESERVICES@hotmail.com>
Sent: Thursday, August 13, 2020 1:08 PM
To: Shelly Moffit
Subject: Re: Billboard

Yes we are intrested in the billboard

From: Pins <schneider@pinsbarandgrille.com>
Sent: Friday, August 21, 2020 9:47 PM
To: Shelly Moffit
Subject: Re: DDA Billboard

Hi Shelly,
We are very interested! Just let us know what we need to do!

Shannon Schneider

From: Tara Miller <tmiller@commercial-bank.com>
Sent: Monday, August 31, 2020 8:48 AM
To: Ithaca DDA
Subject: Ithaca Billboard Opportunity

Hi Shelly!

Kevin forwarded me the information about advertising on your billboard. Is this price for all 10 months? I would love to be a part of it.

Let me know what you may need from me.

Thank you!
Tara

From: four72018 <four72018@yahoo.com>
Sent: Friday, August 21, 2020 7:08 PM
To: Shelly Moffit
Subject: RE: DDA Billboard

I'm interested

From: Amanda Lutke <amanda@ellensequipment.com>
Sent: Wednesday, August 26, 2020 9:52 AM
To: Shelly Moffit
Subject: Re: DDA Billboard

Hi Shelly,

We are interested in this again.

Thank you,



Report to the Downtown Development Authority

Monday, September 14, 2020

- Update and send out Constant Contact newsletters weekly to help with advertising and promoting businesses and organizations.
- Attend IPC meetings on behalf of the DDA when available.
- Promote re-opening dates for businesses.
- The Big Top Ice-Cream Shop opening soon.
- Presented Simmet Insurance Agency with a Certificate of Recognition for 100 years in business and a laminated newspaper article.
- Promoted that Grub A Dubs is under new management.
- Contacted the downtown eateries and promoted lunch specials during the US-127 Motor Tour
- Coordinate weekly farmers market and going very well
- Promote advertisement for the DDA billboard to businesses.
- Email facade grant opportunity to downtown area businesses
- Attended the Alma Aspires Virtual Field Trip to Holland and Zeeland.

Shelly Moffit
DDA Coordinator