

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
April 16, 2024**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 10:30 a.m. by Chair Janet Strong.

Members Present: Kevin Collison, Marci Browne, Kim Hodge, Janet Strong and Deb Vusich.

Members Absent: Shelly Betancourt and Jared Macha.

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 as presented; motion carried.

Approval of Regular Meeting Minutes

Motion by Vusich, second by Browne to approve the Regular DDA Meeting minutes from December 12, 2023; motion carried.

Public Comment: None

Unfinished Business

No unfinished business

New Business

- **Financial Reports.** The Board reviewed the DDA check register from 12/20/23 – 4/17/24, balance sheets and revenue/expense reports for the period ending 3/31/24. After review, motion by Vusich, second by Browne to approve the financial reports; motion carried.
- **Proposed 2024-2025 Budget.** The proposed 2024-2025 DDA Budget was presented to the board. After review, motion by Vusich, second by Collison to approve the 2024-2025 Budget as presented; motion carried. Collison suggested asking for an increase in the City's contribution to the DDA Revenue of \$5,000. Currently the city contributes \$10,000.
- **Downtown Flower Quotes.** Quotes for the downtown flowerpots were received from Twin City Landscape for \$1368 and Godley's Country Floral for \$950. After discussion, motion by Browne, second by Collison to approve the quote from Godley's Country Floral for \$950; motion carried.
- **2024 Farmers Market.** There had been an inquiry about how many spaces a vendor could occupy during the market. After discussion, it was agreed that each vendor could have one space at no cost. If additional space were needed it would be a \$100 fee for the season.
- **Board Terms Expiring.** DDA board members Janet Strong and Shelly Betancourt's terms are expiring June 30, 2024. There is also a board position open for one individual who is a resident of the downtown district.

- Update on New Businesses. DDA Coordinator Moffit updated the Board on the following businesses: Jessica Williams of Rusted Roses is waiting on ordered items and for the electrician but is making progress. Jackie Woolston of Captured Memories has moved her business from upstairs above the Wagon Wheel Restaurant to the former Pink Cactus building. She is excited to have a downtown store front with windows to display her portraits. Robert and Karen Smith who purchased the former Sign of the Times building are waiting on the weather to replace the roof. Once the roof is replaced they will begin the repairs and upgrades to the inside of the store front.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted the Good Morning Gratiot New Business Awards banquet, new businesses The Hay Loft, The Bulldog Group-Five Star Real Estate, and Lace and Grace Clothing Company, the Art Expo Banners and Farmers Market sponsorships.

City Manager Jamey Conn touched base on the downtown construction replacing lead service lines to the businesses. The first half of the project should be completed April 19th and then they will begin on the East side of the downtown. It is projected to be completed May 10th.

Roundtable Discussion

Browne informed the board that the Gratiot Area Chamber of Commerce is holding their Community Celebration on Thursday, May 2nd at 6pm at the Central Michigan Youth for Christ. The theme this year is “Let’s Go To The Movies.” This is when the Ithaca Person of the Year will be announced.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board, motion by Vusich , second by Browne to adjourn the meeting at 11:02 a.m.; motion carried.

The next Regular DDA Meeting will be scheduled for May 14, 2024 at 10:30 a.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

City of Ithaca
Downtown Development Authority
Informational Meeting Minutes
May 14, 2023; 10:30 PM

DDA Members Present: Janet Strong, Marci Browne, Kevin Collison, Jared Macha, Deb Vusich

Members Absent: Shelly Betancourt and Kim Hodge.

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

Public Present: Council Member Rob Endter

The purpose of these meetings is to inform, discuss and take comments from the public of the goals and direction of the authority, including projects to be undertaken in the coming year.

DDA Goals& Insight

DDA Coordinator Moffit reviewed the DDA Goals & Insight. Topics from the list of DDA goals, potential threats, strengths, opportunities and weaknesses were revised and will be updated for the current year.

Programs & Activities for 2024

Each of the programs and activities were reviewed. Discussion was held in regards to potential activities for the upcoming season and goals to pursue.

Public Comment

No public comment

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
May 14, 2024**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 11:09 a.m. by Chair Janet Strong.

Members Present: Kevin Collison, Marci Browne, Jared Macha, Janet Strong and Deb Vusich.

Members Absent: Shelly Betancourt and Kim Hodge.

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

Other Staff Present: Council Member Rob Endter

Approval of Regular Meeting Minutes

Motion by Vusich, second by Macha to approve the Regular DDA Meeting minutes from April 16, 2024; motion carried.

Public Comment: None

Unfinished Business

- **City Annual DDA Contribution.** During review of the 2024-2025 proposed budget at the April 16, 2024 meeting, it was suggested to request an increase of \$5000 in the city annual contribution. City Manager Conn stated that the council had questions about the purpose of the funds. With the increase in expenditures, Collison stated that the contribution had not changed since the TIF stopped in 2018. Ideas to raise funds are needed to increase revenues.

New Business

- **Financial Reports.** The Board reviewed the DDA check register from 4/8/24 – 5/8/24, balance sheets and revenue/expense reports for the period ending 4/30/24. After review, motion by Browne, second by Collison to approve the financial reports; motion carried.
- **Ideas for Generating Revenue.** Several ideas were discussed including increasing the DDA Billboard advertising fee, charging local businesses a fee to advertise on the downtown sign and more exposure for the enhanced listing on the website business directory.
- **DDA Billboard.** After discussion, motion by Macha, second by Browne to increase the fee to advertise on the DDA Billboard to \$1750; motion carried. A email will go out to businesses July 1st to take applications of interest.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted the promoting of upcoming IPC events, Ribbon Cutting for The Hay Loft, Farmers Market sponsorship banner, quote for DDA billboard production and installation, art expo banners and downtown flowers.

Manager Conn stated that the downtown waterline replacement project is complete. The Woodland Park roadway will be paved this week and Gwinner St. will be paved next Monday. Macha inquired about the playscape. Manager Conn explained that time was given for people to retrieve their pickets and tiles prior to removal. Jamie Space will be heading up a committee to discuss what the community would like to see replace the playscape. The new structure will need to meet up to date safety standards. Vusich stated disappointment that Burford Plumbing was not given the opportunity by Isabella Corporation to bid as subcontractors for project. Manager Conn will relay the concern at the close out meeting.

Roundtable Discussion

Browne commented on what a great school district Ithaca has and is a draw for people in the market for real estate.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board the meeting was adjourned at 11:45 p.m.

The next Informational and Regular DDA Meeting will be scheduled for August 13, 2024 at 10:30 a.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

City of Ithaca
Downtown Development Authority
Informational Meeting Minutes
August 13, 2024; 10:30 PM

DDA Members Present: Janet Strong, Marci Browne, Kevin Collison, Drew Endter, Jared Macha, Deb Vusich

Members Absent: Kim Hodge.

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

Public Present: Council Member Rob Endter

The purpose of these meetings is to inform, discuss and take comments from the public of the goals and direction of the authority, including projects to be undertaken in the coming year.

DDA Goals& Insight

The DDA Goals & Insight were reviewed after updates were made.

Programs & Activities for 2024

Programs and activities were reviewed after updates were made .

Public Comment

No public comment

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
August 13, 2024**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 10:32 a.m. by Chair Janet Strong.

Members Present: Marci Browne, Kevin Collison, Drew Endter, Jared Macha, Janet Strong and Deb Vusich.

Members Absent: Kim Hodge.

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

Other Staff Present: Council Member Rob Endter

Oath of Office

Deputy Clerk Shelly Moffit administered the Oath of Office to Drew Endter for the DDA Board seat and welcomed him to the position.

Approval of Meeting Agenda

Motion by Collison, second by Macha to approve the meeting agenda as presented; motion carried.

Approval of Regular Meeting Minutes

Motion by Vusich, second by Collison to approve the Regular DDA Meeting minutes from May 14, 2024; motion carried.

Public Comment: None

Unfinished Business

- City Annual DDA Contribution. The City Council approved a \$3000 increase in the annual contribution for the DDA 2024-2025 Budget year.
- Advertising on the Downtown Digital Sign. City Manager Conn reported that the council has approved the DDA to advertise businesses on the downtown digital sign. This will help raise funds for the DDA while helping businesses to promote themselves. After discussion, motion by Vusich, second by Macha to notify Ithaca businesses of the opportunity to advertise on the downtown digital sign for one month at \$250, with a cap of two businesses a month and the option of one change in the ad per week; motion carried.

New Business

- Financial Reports. The Board reviewed the DDA check register from 5/8/24 – 8/9/24, balance sheets and revenue/expense reports for the period ending 6/30/24. After review, motion by Browne, second by Endter to approve the financial reports; motion carried.
- DDA Billboard Submissions. Submissions were received from Isabella Bank, The Bulldog Group-Five Star Real Estate, Farmers Insurance Karen Smith Agency, Ric's Food Center and

Bolinger Law and Mediation Center. After discussion, motion by Vusich, second by Endter to select Isabella Bank and Ric's Food Center; motion carried.

- US-27 Motor Tour. The Motor Tour is scheduled for Thursday, August 22nd from 11:15 a.m. to 1:00 p.m. Several of our businesses sponsored this event to cover the expense for the dash plaques, porta john, entertainment and donated items for the drawings and free promotional items.
- Mum Quote for Downtown Flowerpots. A quote for 19-14" pots and 2-12" pots of mums for the downtown flowerpots was submitted by Apple Barrel Cider Mill. The total cost was \$668.50, and Chris Buerge discounted to \$650.00. After review, motion by Macha, second by Browne to approve the quote for \$650.00; motion carried.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted preparations for the US-27 Motor Tour, Harvest Festival activities and events, update on the Farmers Market, and planning for the Fall Lamppost decorating/spirit week.

Manager Conn reported that Verizon has added an extension to the tower on St. Charles Rd. which has improved the quality of service, especially in the downtown area. In response to a question regarding the playscape he explained that Jamie Space is organizing a committee to help with the planning phase and grant funding through the County will be sought after.

Roundtable Discussion

Browne stated that currently there are more houses on the market. Strong stated that Alley T's sidewalk sales will be August 21st, 22nd and 23rd.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board, motion by Brown, second by Vusich to adjourned at 11:25 p.m.; motion carried.

The next Regular DDA Meeting is scheduled for November 12, 2024 at 10:30 a.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
November 12, 2024**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 10:30 a.m. by Chair Janet Strong.

Members Present: Kevin Collison, Drew Endter, Kim Hodge, Jared Macha and Janet Strong.

Members Absent: Marci Browne and Deb Vusich.

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

Audience in Attendance: Council Member Rob Endter, Jill Rose.

Public Comment: Macha introduced Jill Rose, Manager of Isabella Bank Ithaca Branch.

Approval of Meeting Agenda

Motion by Collison, second by Macha to approve the meeting agenda as presented; motion carried.

Approval of Regular Meeting Minutes

Motion by Macha, second by Collison to approve the Regular DDA Meeting minutes from August 13, 2024; motion carried.

Unfinished Business

No unfinished business.

New Business

- **Financial Reports.** The Board reviewed the DDA check register ending 8/31/24, 9/30/24, and 10/31/24, balance sheets and revenue/expense reports for the period ending 7/31/24 and 8/31/24. After review, motion by Collison, second by Endter to approve the financial reports; motion carried.
- **Fall Lamppost Revenue Report.** DDA Coordinator Moffit submitted a final report for the Fall Lamppost Decorating sponsorship. There were 20 sponsors this year totaling \$1,000 in revenue. This covers the cost of the mums for the downtown flowerpots along with the expenditures for the decorating. 15 new scarecrows were purchased this year to replace ones that have become weathered and worn. A profit of \$138 was earned.
- **2025 DDA Meeting Dates.** March 11, May 13, August 12, November 11, 2025 were submitted for 2025. After discussion March 11th was moved to March 4th and November 11th was moved to November 4th. Motion by Collison, second by Endter to approve the 2025 DDA Meeting dates of March 4, May 13, August 12 and November 4, 2025; motion carried.
- **Update on Businesses.** A new business, Sheils Financial opened in October. Moffit met with owner Andrew Sheils to welcome him to Ithaca and to take him a welcome packet. Karen and Bob Smith are still working on renovations on the former Sign of the Times building they

purchased. Creative Moments located in the Village Shoppes is looking to open a coffee shop and possibly sell sandwiches in the future. Loretta's Laundry Western Boutique moved from The Hayloft inside Creative Moments to Lace & Grace Clothing Company. Gratiot Heating & Cooling closed and Rod Merchant took back possession of the building. Tim Murphy, Manager at Ric's Food Center is looking into adding the former Rite Aid pharmacy section to the store. Bill Wesenberg had been in touch with a pharmacist from Owosso who may be interested in his space downtown.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted advertising for vacant downtown storefronts, year-end wrap up for the Farmers Market, organization for Fall Lamppost Decorating, coordination for the new DDA Billboard advertisement, welcoming new downtown business Sheils Financial, scheduling for Christmas decorations and promoting DDA Dollars.

Manager Conn informed the Board that Treasurer/Financial Director Barb Fandell will be retiring at the end of March and her position has been posted. They are planning to start Interviews in the beginning of December. She has 20 years of service for the City of Ithaca.

Roundtable Discussion

No discussion.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board, motion by Collison, second by Endter to adjourned at 11:01 a.m.; motion carried.

*The next Regular DDA Meeting is scheduled for May 13, 2025 at 10:30 a.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

**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*