

**City of Ithaca
Downtown Development Authority
Special Meeting Minutes
Project Planning
January 13, 2020; 12:00 PM**

Called to order at 12:00 p.m. by Chair Janet Strong.

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

Members Absent: Marci Browne and Shelly Betancourt

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

Public Present: Lexi Endter

Public Comment: No public comment was offered.

Programs & Activities Review

The Board reviewed the Current Programs & Activities, Potential Activities and Downtown Development Goals list that was revised at the November 11, 2019 informational meeting.

Planning of 2020 Programs & Activities

DDA BILLBOARD: We will continue to promote our new businesses through the DDA Billboard.

FARMERS MARKET: After review and discussion, it was the consensus of the Board to change Farmers Market day to Tuesday's from 4pm to 7pm to entice more of the courthouse traffic and draw more people who are on their way home from work. The hope is that this will also encourage more vendor participation as there are no other markets on that day. It was also suggested and discussed to waive the ten-dollar vendor fee to attract more vendors. It was agreed that Wesenberg Produce could continue to also set up on Saturdays. Consideration of accepting cards used for food and nutrition programs such as SNAP, BRIDGE and coupons for free fresh produce will be looked into and considered. It was suggested to contact the local churches and other groups such as Girl Scouts, Rotary, Lions Club etc. to participate and provide activities on market day. Moffit will contact the other local farmers markets to see if they are willing to make a collaborative effort to advertise each other's markets. A special fall/Halloween event will be planned this year on the last day of market.

Motion by Collison, second by Vusich to waive the ten-dollar vendor fee for the 2020 Farmers Market; motion carried.

LADY'S DAY: A "Lady's Day" event will be held this year on the Saturday of Mother's Day. Several ideas were discussed which included merchant participation, pop-ups, music and involving our local churches. Moffit, Vusich, Roethlisberger and volunteer Lexi Endter will schedule a meeting to start planning the event.

US-127 MOTOR TOUR: This is a great event to promote our downtown businesses and to take advantage of a fundraiser. In addition to the downtown restaurant's offering lunch specials we will encourage businesses to have sidewalk sales. We will continue promoting our businesses who donate items for giveaways, and a 50/50 raffle will be held this year along with the possibility of other merchandise being sold to raise funds for the DDA.

MEET THE MERCHANTS: Several of the Board members would like to try this event again. We will take a look at the athletic schedule to look for a perspective date that might work.

BEAUTIFICATION: Ideas were discussed on how to beautify and improve the appearance of the downtown. One option is to reach out to vacant property owners and see if they would agree to have their windows painted or to offer volunteers to assist businesses with window decorating. The possibility to coordinate with our schools and local artist to do an art exhibit in downtown windows was also discussed. It was reported that several of the building's downtown are in need of maintenance and repair. We talked about what incentives could be offered to encourage owners to fix up the outside.

ART EXPO BANNERS: Continue to join in the collaborative effort to decorate the downtown lampposts with decorative banners designed and painted by local talent.

NEW BUSINESSES: Continue to welcome and recognize new businesses by giving them welcome packets and promoting them through the constant contact newsletter.

Public Comment

No public comment.

Adjournment

The meeting was adjourned at 1:16 p.m. The next DDA Meeting will be scheduled for April 13, 2020 at 12:00 p.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary