

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
December 7, 2020; 12:00 PM**

The regular meeting of the City of Ithaca Downtown Development Authority was held and conducted via Zoom in conformity with Governor Whitmer's Executive Order No. 2020-154 (COVID-19)

Called to order at 12:05 p.m. by Vice-Chair Kim Hodge.

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

Members Absent: Janet Strong, Shelly Betancourt, Kevin Collison and Kristyn Roethlisberger.

City Staff Present: DDA Coordinator Shelly Moffit, City Manager Jamey Conn and Clerk/Treasurer Barbara Fandell.

Approval of Meeting Agenda

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

Approval of Informational Meeting Minutes

Motion by Vusich, second by Schafer to approve the Informational Meeting minutes held on September 14, 2020; motion carried.

Approval of Regular Meeting Minutes

Motion by Schafer, second by Browne to approve the minutes from the Regular Meeting minutes held on September 14, 2020; motion carried.

Public Comment: No public comment was offered.

Old Business

No old business

Update on the Downtown Construction

City Manager Jamey Conn shared that the new apartments at 146 E. Center St. is nearing completion. Gemini Capital Management is accepting applications for occupancy at the new apartments at 105 E. Center St. They also have a tenant lined up for their commercial property at this location that will be opening a salon/tattoo parlor in March of 2021.

New Business

- a. Financial Reports. The Board reviewed the DDA check register from 9/3/20 – 12/2/20, balance sheets, and revenue/expense reports for the period ending 9/30/20.

After discussion, motion by Schafer, second by Vusich to approve the financial reports; motion carried.

- b. Approval of 2021 DDA Meeting Dates. After review, Motion by Vusich, second by Browne to approve the 2021 DDA Informational and Regular meeting dates; motion carried.

- c. Incentive Idea for Ithaca Businesses. City Manager Conn shared that due to Covid-19 and the current gathering limitations, the City of Ithaca is forced to forgo its Annual Appreciation Dinner. In lieu of the dinner, staff has developed a project with Council approval to re-distribute the funds created as “DDA Dollars” to those employees, board members and volunteers to use at local businesses. The staff is seeking approval from the DDA Board to take part in this program to help stimulate some of our local businesses during this time. After discussion, motion by Browne to move forward in implementing the “DDA Dollars” project, second by Vusich; motion carried.

Staff Updates

City Manager Conn announced that new solar signs have been ordered and will be installed on the corners of Main and Center Streets and Pine River and Center Streets to help eliminate semi-truck traffic in the downtown. He also reported that a new traffic light for the four way stop at Center and Pine River Streets which quit working during the last wind storm we had is also on order.

DDA Coordinator Moffit submitted her DDA Activity Report and highlighted topics which included the installation of the new DDA billboard featuring PINS and J Lube Services, wrapping up a successful year for the farmers market, informing the Ithaca businesses of grant opportunities when they become available, coordination with Shanon Belles to decorate the downtown for fall, coordinating with Chris Buerge of Apple Barrel for the mums in the downtown flower pots, attending the 1-year anniversary for Ellens Equipment, contacting businesses to let them know of our new website business directory and giving them the opportunity for “enhanced listing”, encouraged downtown businesses to decorate and light store front windows for the holidays and promoted Small Business Saturday with the Gratiot Area Chamber of Commerce.

Roundtable Discussion

Browne relayed the sadness of the recent loss of fellow realtor Larry ??? to Covid-19 and encouraged everyone to wear a mask to help stop the spread. Schafer also commented on the memory of Larry.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board the meeting was adjourned at 12:38 p.m.

The next DDA Informational and Regular Meeting will be scheduled for April 12, 2021 at 12:00 p.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary