

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
August 12, 2025**

Following the Informational Meeting, the regular meeting of the City of Ithaca Downtown Development Authority was called to order at 10:40 a.m. by Chair Janet Strong.

Members Present:, Janet Strong, Kim Hodge, Marci Browne, Joe Padilla and Deb Vusich.

Members Absent: Kevin Collison

City Staff Present: DDA Coordinator, Shelly Moffit.

Moffit, also being the Deputy Clerk, recited the Oath of Office to Joe Padilla. Joe was welcomed as a new member of the DDA Board.

Approval of Meeting Agenda

Motion by Browne, second by Vusich 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 May 13, 2025; motion carried.

Public Comment: None

Unfinished Business

No unfinished business.

New Business

- **Financial Reports.** The Board reviewed the DDA check register from 5/8/25 – 8/6/25, balance sheets and revenue/expense reports for the period ending 6/30/25. After review, motion by Browne, second by Padilla to approve the financial reports; motion carried.
- **Billboard Applications.** Applications were submitted by Commercial Bank, Ellens Equipment, Farmers Insurance- Karen Smith Agency and Sheils Financial for consideration to be on the DDA Billboard. After reviewing the criteria for selection and the applications, motion by Vusich to select Commercial Bank and Sheils Financial to advertise on the DDA Billboard for 2025-2026, second by Padilla; motion carried.
- **Billboard Quote.** A quote was submitted by Skyline Outdoors of \$810 for the production and installation of a 10'5" x 30'6" vinyl billboard flex face. After review, motion by Vusich, second by Padilla to approve the quote of \$810 to Skyline Outdoor for production and installation of the DDA Billboard; motion carried.
- **US-27 Motor Tour.** This is the 19th Anniversary of the US-27 Motor Tour and they will be arriving in downtown Ithaca Thursday, August 21st. We have a great menu with seven business participating in providing lunch specials for the afternoon. Several businesses provided gifts for give-a-ways and monetary donation to cover expenses.

- Quote for Mums. After discussion, motion by Browne, second by Hodge to approve the quote from the Ithaca Public Schools FFA Program of \$420 to purchase mums for the downtown flowerpots; motion carried.
- Update on Businesses. Construction should be starting within a couple of weeks on the Ithaca Pharmacy that will be located within Ric's Food Center. Spoke with Jessica Williams, owner of Rusted Roses building. She is still planning on opening an antique store, however, she is waiting for funding opportunities and the right timing. There has been interest in Bob Milks building downtown for a Lego store. Heather and Trevor Schaeffer will be opening their new business The Gathering Hub located in the old Four7 building. This will be an event center for gatherings. The former Ace Design Studio has been sold. The new owners plan on opening a bookstore/vintage wares shop.
- Fall Lamppost Decorating. Again, there are plans for decorating downtown for fall and homecoming. Some of the scarecrows that are old and tattered need to be replaced. Motion by Hodge, second by Padilla to approve the expenditure of up to \$100 for scarecrows; motion carried. Russ Huyck will sell us bales of straw again this year. Motion by Vusich, second by Padilla to approve up to \$200 for straw; motion carried.

Staff Updates

DDA Coordinator Moffit submitted her Activity Report which highlighted the presenting of Debbie Becker with an achievement certificate for her retirement at Commercial Bank. Coordinating with the businesses and skyline for the billboard. Planning and preparing for the US-27 Motor Tour. I shared with our businesses learning opportunities with the Small Business Development Center hosted monthly by the Gratiot Area Chamber of Commerce. The Farmers Market has been doing very well this year with an average of 6-8 vendors weekly. Ellens customer appreciation days was well attended and Ithaca Pharmacy is starting construction soon.

Roundtable Discussion

Vusich revisited the opportunity for businesses to advertise on the city digital sign. The fee had been set at \$250 for one month of advertising. There has been no interest at this point. Browne suggested to send the businesses owners a survey to determine what they thought. It was also suggested and discussed to lower the price to \$125. Motion by Padilla, second by Browne to lower the fee for Ithaca businesses to advertise on the downtown digital sign to \$125 for one month; motion carried.

Vusich stated the importance of businesses sharing each other's Facebook posts and supporting one another. Padilla had spoken with some of the business owners to collaborate and advertise for a shopping day in downtown Ithaca. He also is thinking of having a movie night for the public in the village shoppes and another Kids Craft Show this fall and has plans for a Junk-in-Trunk Trick-or-Treat Craft Show.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board the meeting was adjourned at 11:52 a.m.; motion carried.

*The next Regular DDA Meeting will be scheduled for November 4, 2025 at 10:30 a.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary