

**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

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

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

Members Absent: Shelly Betancourt, Janet Strong

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

Public Present: Lexi Endter, Steve Bakker and Audrey Wendt.

Public Comment: No public comment was offered.

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.

Review of DDA Goals, Direction and Projects

DDA Coordinator Shelly Moffit reviewed the DDA Goals and highlighted several topics from a list of potential threats, strengths, opportunities and weaknesses.

Programs & Activities for 2020

Each of the programs and activities that were planned for this year were touched on including those that had to be cancelled due to the COVID-19 pandemic. We also touched on potential activities and goals to pursue.

Public Comment

Steve Bakker is looking forward to the upper story apartments downtown being completed and hoping that this draws people to the downtown area.

Audrey Wendt shared information regarding the effects that recent events has had on her business.

The next DDA Informational Meeting is scheduled for Monday, September 14, 2020 at 12:00 p.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

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

City of Ithaca
Downtown Development Authority
Informational Meeting Minutes
September 14, 2020; 12:00 PM

DDA Members Present: Shelly Betancourt, Kevin Collison (via Zoom), Kim Hodge, Deb Vusich and Mayor Alice Schafer.

Members Absent: Marci Browne, Janet Strong, Rhonda Endter, Kristyn Roethlisberger.

City Staff Present: DDA Coordinator Shelly Moffit, Clerk/Treasurer Barbara Fandell and Deputy Clerk Cathy Cameron.

Public Present: The Public Informational Meeting was held and conducted via Zoom in conformity with Governor Whitmer's Executive Order No. 2020-154 (COVID-19). Wally Schneider of Pins Bar and Grille attended via zoom.

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.

Review of DDA Goals, Direction and Projects

DDA Coordinator Shelly Moffit reviewed the DDA Goals & Insights and highlighted several topics from the list of DDA goals, potential threats, strengths, opportunities and weaknesses.

Programs & Activities for 2020

Each of the programs and activities that were planned for this year were touched on. Although some of the activities had to be cancelled due to the COVID-19 pandemic, there was several that were very successful including the farmers market, the US-127 Motor Tour and the city-wide garage sales. We also touched on potential activities and goals to pursue including facade improvements through the MEDC.

Public Comment

Wally Schafer gave an update on the renovations and improvements he has already done and is still making at the bowling alley. He is also interested in the facade grant funding through MEDC.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
September 14, 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 12:20 p.m. by Vice-Chair Kim Hodge.

Members Present: Shelly Betancourt, Kevin Collison (via Zoom), Kim Hodge, Deb Vusich and Mayor Alice Schafer.

Members Absent: Marci Browne, Janet Strong, Rhonda Endter, Kristyn Roethlisberger.

City Staff Present: DDA Coordinator Shelly Moffit, Clerk/Treasurer Barbara Fandell and Deputy Clerk Cathy Cameron.

Approval of Meeting Agenda

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

Approval of Regular Meeting Minutes

Motion by Vusich, second by Collison to approve the minutes from the regular meeting held on June 15, 2020; motion carried.

Public Comment: No public comment was offered.

Old Business

No old business

New Business

- a. Financial Reports. The Board reviewed the DDA check register from 6/10/20 – 9/2/20, balance sheets, and revenue/expense reports for the period ending 6/30/20. After discussion, motion by Betancourt, second by Collison to approve the financial reports; motion carried.

- b. Select Businesses for DDA Billboard. There were five businesses that were interested in advertising on the DDA Billboard. J Lube Services, Pins Bar & Grille, Commercial Bank, Four7 Food and Spirits and Ellens Equipment. Four7 and Ellens had been selected in the past. Commercial Bank graciously

- withdrew their request. After discussion, motion by Schafer, second by Betancourt to select J Lube Services and Pins Bar and Grille to advertise on the DDA Billboard for 2020-2021; motion carried. Skyline Outdoor Advertising submitted their quote for production and installation with no increase from last year's price of \$675. Motion by Betancourt, second by Vusich to approve the expenditure of \$675 for Skyline Outdoor Advertising to produce and install the billboard; motion carried.
- c. Downtown Construction Update. Moffit read an email from City Manager Jamey Conn with an update from Gemini Capital Management on the progress of the construction for the downtown apartments. 105 E. Center St. is slated to be finished and have final inspections and occupancy permits by the end of the month. 146 E. Center St. is on schedule and is slated to have final inspections and occupancy permits by the end of the year. They are currently installing window and insulation with drywall slated to start next week.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report and highlighted topics which included recognizing Simmet Insurance for their anniversary of 100 years in business. The new ice cream shop owned by Sam Smith is called Big Top Ice Cream Shop and will be opening up soon. Having the Farmers Market on Tuesday's this year has increased the number of vendors and has been very successful.

Roundtable Discussion

Bentancourt commented on the benefits of the Center for Woman's Healthcare moving back to the Sparrow Medical Group location for their patients. Kim Hodge reported that Daily Living HomeCare is doing well and the benefits caring for elderly people in their own home and how the waiver program operates. She has had much positive feedback for the work they do. Vusich stated that this is a busy time of the year for Burford Plumbing & Heating for furnace tune-ups and their crew is growing as they have added extra employee's. Collison reported that Commercial Bank had done 456 PPP (Paycheck Protection Program) Loans for small businesses that totaled about thirty-three million dollars and reimbursements for SBA as well. Clerk/Treasurer Fandell reported that there will be a transportation authority millage on the November 3rd election ballot which will include Ithaca, Pine River Township and the City of St. Louis. This would contract Alma's Dial-A-Ride to come into these areas. Two of the three Cities/Township would need to pass for the millage to pass. The cost of the mums for the downtown flower pots and how the cost would be funded was brought up. Last year the DDA funded the cost of \$400 for the IPC as the committee was being restructured. Collison offered to donate \$200 from Commercial Bank to help cover the cost of the mums. After discussion, motioned by Mayor Schafer, second by Betancourt to help IPC with the cost to purchase the mums knowing that Commercial Bank will donate \$200; motion carried.

DDA Coordinator Moffit will reach out to volunteers and see if they are willing to decorate the downtown lampposts for fall and homecoming again this year. The Board expressed their hopes for being able to have the annual Hometown Christmas & Santa Parade this year amid the COVID pandemic.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board, motion by Betancourt, second by Schafer to adjourned the meeting at 12:49 p.m.

The next DDA Informational and Regular Meeting will be scheduled for December 14, 2020 at 12:00 p.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary

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 Mott 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