

**City of Ithaca**  
**Downtown Development Authority**  
**Regular Meeting Minutes**  
**June 14, 2021; 12:00 PM**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 12:47 p.m. by Vice Chair Kim Hodge.

**Members Present:** Kim Hodge, Kevin Collison, Shelly Betancourt, Deb Vusich, Rhonda Endter and Mayor Alice Schafer.

**Members Absent:** Janet Strong, Marci Browne and Kristyn Roethlisberger.

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

**Approval of Meeting Agenda**

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

**Approval of Regular Meeting Minutes**

Motion by Collison, second by Betancourt to approve the minutes from the DDA Regular Meeting minutes held on April 12, 2021; motion carried.

**Public Comment:** No public comment was offered.

**Unfinished Business**

No unfinished business

**New Business**

- a. **Financial Reports.** The Board reviewed the DDA check register from 4/12/21 – 6/16/21, balance sheets, and revenue/expense reports for the period ending 5/31/21. After discussion, motion by Betancourt, second by Collison to approve the financial reports; motion carried.
- b. **Board Member Terms Expiring.** Board members Rhonda Endter and Kristyn Roethlisberger terms end on June 30, 2021. Neither member is seeking re-election. One position needs to have interest in a business within the DDA district and one position needs to be a resident of the DDA district. Moffit sent an email to all DDA businesses to inform them of the openings and asked the Board Members to seek interested persons.
- c. **Update on New Businesses Downtown.** DDA Coordinator Moffit informed the Board of the new businesses that have opened downtown. Next Level Nutrition, Kingdom Tattoo Co., Salon 12 Twenty and The Pink Cactus. The roof of Rusted Roses has been repaired and the Planning Commission has approved the plans for an

outside stairway next to the alley. The upstairs apartments will be renovated first and then the antique store on the main floor. A lease has been signed for 125 E. Center St. and a coffee shop will be opening. Renovations are being done and bathrooms have to be installed. They also plan to have baked goods, soups and paninis. The Chamber will be holding two ribbon cuttings, The Pink Cactus on Thursday, June 17<sup>th</sup> and Kingdom Tattoo Co. and Salon 12 Twenty on Monday, June 21<sup>st</sup>. Moffit encouraged attendance and support from our DDA Board.

- d. DDA Billboard. Letters to businesses for the opportunity to advertise on the DDA billboard will go out in June and will be chosen at the September 13, 2020 meeting.

### **Staff Updates**

City Manager Conn stated that the Council approved the sidewalk renewal and it will be on the ballot for the November 2, 2021 State General Election. He will follow up on the informational meeting discussion of a splash park, parking for downtown tenants and signage near the expressway. Her further explained the regulations that MDOT has for signage on state owned roadways.

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted advertising for and promoting our businesses, the ongoing DDA Dollars Incentive Program, continue to inform businesses of upcoming grants and opportunities, coordinate for the art banners to be put up downtown, coordinate for the farmers market, represent the DDA at IPC meetings and delivering welcome packets to new downtown businesses.

### **Roundtable Discussion**

Moffit thanked Endter for her commitment and service on the DDA Board for the past four years and always welcome her input.

### **Public Comments**

No public comment was offered.

### **Adjournment**

Being no further business to come before the Board the meeting was adjourned at 1:06 p.m.

The next DDA Public Informational and Regular Meeting will be scheduled for \*September 13, 2021 at 12:00 p.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.*