

City of Ithaca
Downtown Development Authority
Informational Meeting Minutes
September 13, 2021; 12:00 PM

DDA Members Present: Marci Browne, Kim Hodge, Deb Vusich and Mayor Alice Schafer. Shelly Betancourt via zoom.

Members Absent: Kevin Collison, Janet Strong.

City Staff Present: DDA Coordinator Shelly Moffit.

Public Present: Jared Macha, Rhonda, Lexi and Drew Endter.

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. Topics from the list of DDA goals, potential threats, strengths, opportunities and weaknesses were discussed. Continued interest for a splash park was brought up and discussed.

Programs & Activities for 2021

The updated list of programs and activities were reviewed and discussion was held. The Farmers Market is going extremely well this year with no vendor fees being charged. The US-127 Motor Tour was a big success with approximately 255 vehicles in attendance and many of our downtown businesses had merchandise for sale outside or were promoting themselves. It is good to see an increase in participation from our businesses. Fourteen Ithaca businesses sponsored lamppost downtown to decorate for Fall, along with several businesses and people who donated decorations. The Keg has been purchased and will be reopening. There were twenty teams for the golf outing that was put on by the Ithaca Promotional Committee along with the Rock the Block community event, the City-Wide Garage Sales and Quilt Exhibit. Main Street Pizza did some painting to spruce up their storefront. There is potential for additional activities, however, we had many successful events so far this year. The come back from many events being canceled due to COVID-19 is very encouraging.

Public Comment

No public comment offered.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary