

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

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 12:20 p.m. by Vice Chair Kim Hodge.

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.

Approval of Meeting Agenda

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

Approval of Regular Meeting Minutes

Motion by Browne, second by Schafer to approve the minutes from the DDA Regular Meeting minutes held on June 14, 2021; motion carried.

Public Comment: No public comment was offered.

Unfinished Business

No unfinished business

New Business

- a. **Board Vacancies.** Jared Macha, Branch Manager of Isabella Bank, has turned in a DDA Board Application which will be submitted to the City Council for approval. There is still one seat available which has to be a resident of the DDA district.
- b. **Financial Reports.** The Board reviewed the DDA check register from 6/1/21 – 8/31/21, balance sheets and revenue/expense reports for the period ending 6/30/21. After discussion, motion by Vusich, second by Browne to approve the financial reports; motion carried. Suggested by Browne to send an email to Ithaca businesses and remind them that the DDA Dollars Incentive Program is still available.
- c. **DDA Billboard.** There were five businesses who submitted interest to be on the DDA Billboard for the 2021-2022 year. After much discussion and decision, motion by Schafer, second by Browne for Ric's Food Center and Mills Excavating and Civil Services to be on the billboard for 2021-2022; motion carried.
- d. **Update on New Businesses Downtown.** DDA Coordinator Moffit reached out to Samantha Campbell of Humbly Rooted Café. They had to repurchase some of their equipment after inspections. She is hoping for an October opening date.

- e. After speaking with Jessica Williams of Rusted Roses she is still waiting on final bids from the contractors. Once the final bids are turned in, she will forward them to MEDC for assistance with grant money. This process could take six to eight months. There was talk that Grub-A-Dubs Restaurant had closed. Moffit will reach out owner Bob Milks to confirm. It was confirmed that Biggby Coffee was opening a store in Ithaca. They will be leasing the front of Mills Excavating where Pro Hardware use to be. Troy Andersen of Andersen Carpet and Tile said that he and Cindy Taylor of Dream Works Resale Shoppe had signed a purchase agreement. The plan is for them to move their store from the Villages Shoppes to across the street. Vusich stated that the Village Shoppes was a great place to have the quilt exhibit for the Rock the Block party and should be utilized more for other kinds of activities. Moffit visited the downtown businesses and encouraged them to promote themselves during the Rock the Block party and the US-127 Motor Tour. Several of them set up tables outside their business with their merchandise.
- f. Farmers Market Vendor Fees. It had been suggested by Browne that instead of charging the vendors the \$10 weekly fee for the Farmers Market that we see if there would be enough businesses willing to sponsor the Farmers Market to cover the costs for the year. In return, there would be a sign to promote and thank the businesses for their sponsorship. There have been more vendors this year then we have ever had in the past. The hope is for it to continue to grow. Moffit will get with the Treasurer to find out what the yearly expenses are for the market so discussions can be held at our next meeting.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted advertising for and promoting our businesses, coordinate and promote the famers market, send businesses information regarding the DDA billboard, represent the DDA at IPC meetings and attend events, laminate newspaper articles about our businesses for them, assist in organizing the US-127 Motor Tour, giving welcome packets to new businesses and inform our business and the public of what the purpose is for the DDA and the vacancies that are available.

Roundtable Discussion

Schafer thanked Jared Macha for his application for the DDA Board vacancy. All are looking forward to working with him. One vacancy is still open for a DDA district member. Applications are on the city's website or can be picked up at city hall.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board the meeting was adjourned at 1:02 p.m.

The next DDA Regular Meeting will be scheduled for December 13, 2021 at 12:00 p.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary