

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
April 11, 2022; 12:00 PM**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 12:02 p.m. by Co-Chair Kim Hodge.

Members Present: Marci Browne, Kim Hodge, Jared Macha, Deb Vusich and Mayor Alice Schafer. Janet Strong arrived subsequently.

Members Absent: Shelly Betancourt and Kevin Collison.

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

Approval of Meeting Agenda

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

Approval of Regular Meeting Minutes

Motion by Schafer, second by Browne to approve the Regular DDA Meeting minutes from December 13, 2021; motion carried.

Public Comment: Ithaca Promotional Committee Chair Josh Strand was in attendance. He wanted to let everyone know about the Easter Egg Hunt at Woodland Park and the Easter Hop/Craft Show downtown. There are going to be many activities that will involve the community and businesses. He feels that the DDA and IPC should collaborate and offered IPC's help with DDA events.

Unfinished Business

No unfinished business.

New Business

- a. **Financial Reports.** The Board reviewed the DDA check register from 12/9/22 – 4/8/22, balance sheets and revenue/expense reports for the period ending 3/31/22. After discussion, motion by Browne, second by Vusich to approve the financial reports; motion carried.
- b. **Proposed 2021-2022 DDA Budget Amendments.** After review and discussion, motion by Macha, second by Browne to approve the 2021-2022 Budget Amendments as presented; motion carried.
- c. **Proposed 2022-2023 DDA Budget.** Revenue and expenditure line items were discussed including billboard advertising, downtown lamppost sponsorship, downtown flowers, training and education for Moffit, new businesses, directional signage for downtown businesses, Farmers Market sponsorships and expenses, US-27 Car Cruise and a Halloween event. After review and discussion, motion by Schafer, second by Macha to approve the 2022-2023 proposed budget as presented; motion carried.
- d. **DDA Dollar Expiration.** After discussion, motion by Vusich, second by Macha to extend the expiration date of the DDA Dollars from three months to six months; motion carried.

- e. Board Terms Expiring. There are two board seat terms that expire on June 30, 2022 and a vacancy for a DDA District Resident. An Application for Appointment can be filed with the City Clerk.
- f. Farmers Market Sponsorship. Emails were sent to all Ithaca businesses for Farmers Market sponsorship. Eight businesses initially responded with various sponsorship amounts totaling \$1600. Three additional sponsors also stepped forward bringing our sponsorship amount to \$1900. This will help offset the cost for annual expenses including the porta john rental and new sandwich board.
- g. Downtown Flowers. In the past, the flowers for the downtown pots were ordered from Abele's in Saginaw. Moffit called Alma and St. Louis and they both get their flowers from Twin City Landscape. Twin City's quote was \$120 higher than Abele's, however, we wouldn't have to take our pots to Saginaw and we would be keeping our business locally. After discussion the everyone was in agreement and advised to get bids for next year.

Manager Conn revisited the topic of the Farmers Market sponsorship banner. Alley T also produces banners and signs. Once the dimensions for the banner are determined, Moffit will get quotes from both E&S Graphics and Alley T.

Last year's method off decorating of the downtown lampposts for fall was discussed. The process of sponsorship will be modified for this year and will become one of our fundraisers.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report and highlighted communications with Arby's Restaurant, the realtor for Burger King and Biggy Coffee.

Roundtable Discussion

Vusich encouraged support and patronage to our newer downtown business such as Healthy Horizons and The Pink Cactus. Hodge expressed concern for the lack of foot traffic in the downtown and commended the Ithaca Promotional Committee for including the downtown with the Annual Easter Egg Hunt. Browne mention the pickleball courts that will be constructed at the Senior Activity Building this summer. Strong expressed her disappointment when local residents are unaware of her business.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board, Chair Strong adjourned the meeting at 1:40 p.m.

The next DDA Regular Meeting will be scheduled for June 13, 2022* 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.*