

**City of Ithaca
Downtown Development Authority
Regular Meeting Minutes
August 13, 2024**

The regular meeting of the City of Ithaca Downtown Development Authority was called to order at 10:32 a.m. by Chair Janet Strong.

Members Present: Marci Browne, Kevin Collison, Drew Endter, Jared Macha, Janet Strong and Deb Vusich.

Members Absent: Kim Hodge.

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

Other Staff Present: Council Member Rob Endter

Oath of Office

Deputy Clerk Shelly Moffit administered the Oath of Office to Drew Endter for the DDA Board seat and welcomed him to the position.

Approval of Meeting Agenda

Motion by Collison, second by Macha to approve the meeting agenda as presented; motion carried.

Approval of Regular Meeting Minutes

Motion by Vusich, second by Collison to approve the Regular DDA Meeting minutes from May 14, 2024; motion carried.

Public Comment: None

Unfinished Business

- City Annual DDA Contribution. The City Council approved a \$3000 increase in the annual contribution for the DDA 2024-2025 Budget year.
- Advertising on the Downtown Digital Sign. City Manager Conn reported that the council has approved the DDA to advertise businesses on the downtown digital sign. This will help raise funds for the DDA while helping businesses to promote themselves. After discussion, motion by Vusich, second by Macha to notify Ithaca businesses of the opportunity to advertise on the downtown digital sign for one month at \$250, with a cap of two businesses a month and the option of one change in the ad per week; motion carried.

New Business

- Financial Reports. The Board reviewed the DDA check register from 5/8/24 – 8/9/24, balance sheets and revenue/expense reports for the period ending 6/30/24. After review, motion by Browne, second by Endter to approve the financial reports; motion carried.
- DDA Billboard Submissions. Submissions were received from Isabella Bank, The Bulldog Group-Five Star Real Estate, Farmers Insurance Karen Smith Agency, Ric's Food Center and

Bolinger Law and Mediation Center. After discussion, motion by Vusich, second by Endter to select Isabella Bank and Ric's Food Center; motion carried.

- US-27 Motor Tour. The Motor Tour is scheduled for Thursday, August 22nd from 11:15 a.m. to 1:00 p.m. Several of our businesses sponsored this event to cover the expense for the dash plaques, porta john, entertainment and donated items for the drawings and free promotional items.
- Mum Quote for Downtown Flowerpots. A quote for 19-14" pots and 2-12" pots of mums for the downtown flowerpots was submitted by Apple Barrel Cider Mill. The total cost was \$668.50, and Chris Buerge discounted to \$650.00. After review, motion by Macha, second by Browne to approve the quote for \$650.00; motion carried.

Staff Updates

DDA Coordinator Moffit submitted her DDA Activity Report which highlighted preparations for the US-27 Motor Tour, Harvest Festival activities and events, update on the Farmers Market, and planning for the Fall Lamppost decorating/spirit week.

Manager Conn reported that Verizon has added an extension to the tower on St. Charles Rd. which has improved the quality of service, especially in the downtown area. In response to a question regarding the playscape he explained that Jamie Space is organizing a committee to help with the planning phase and grant funding through the County will be sought after.

Roundtable Discussion

Browne stated that currently there are more houses on the market. Strong stated that Alley T's sidewalk sales will be August 21st, 22nd and 23rd.

Public Comments

No public comment was offered.

Adjournment

Being no further business to come before the Board, motion by Brown, second by Vusich to adjourned at 11:25 p.m.; motion carried.

The next Regular DDA Meeting is scheduled for November 12, 2024 at 10:30 a.m.

Marci Browne, Secretary/Treasurer

Shelly Moffit, Recording Secretary