

Elmira Downtown Development

Minutes of Board Meeting April 11, 2018

Attendees: Chris Karam, Chris Coletta, Kylene Kiah, Brent Stermer, Adam Bunce, Jen Swain, Denise Allen, Mike Collins, Jennifer Miller, Janis Witchey, Donna Tangorre, Kristina Cadwallader, Mitch Pearce,

Absent: Pam Brayton, Dan Mandell

Staff: Jennifer Herrick, Laura West

Call to Order: Chris Karam called the meeting to order at 12:04

Minutes: The February minutes were accepted and all were in favor. Kristina Cadwallader motioned to accept the minutes and Mike Collins seconded.

Financials: Chris Coletta reported on February's financials-shows a profit loss, however a bid for 5% increase was accepted, and \$6,000 was saved in payroll expenses. TOD generated close to \$15,300, \$3,000 profit which is up from last year's event. Chris Karam motioned to accept financials and Janis Witchey seconded.

President: Chris spoke of the success of TOD. Members of the board were in agreement that the event was a well-attended and successful. Jennifer Herrick thanked the board members for their part in selling tickets and on their wine donations.

Directors Report: Jennifer reported on NYMS Historic project including the grant and RFP that has been sent out along with the E. Water St. Historic district. AA5 Event dates and sponsorships were announced including the addition of 4 more events this year, the first event being the grand opening of Teals Tavern. Bernie Murrays AA5 will be a spinoff of Jazz Fest, which is discontinued this year due to declining attendance and loss of profit. Also EDD will be partnering with Turtle Leaf this year as the beer vendor to generate extra revenue. Brent Stermer gave kudos regarding AA5 and the incorporation of businesses into EDD's activities. Janis noted that the current course of action supports the Evolution of the Strategic Plan of the organization. Elmira Downtown Clean Up will take place on May 12th. This year New Visions Academy are taking the lead on this event and working on creating more student participation. All members of the board were encouraged to participate with their organizations. The goal of the EDD from this point forward is to have more participation from businesses and organizations throughout the area year round in keeping Elmira clean. Marketing for the upcoming Events will begin to take effect over the next few weeks including; billboards, posters, card racks, and social media.

Other Business: Jen Miller addressed the board with an update on the DRI. Construction has begun on W. Water St. Activate building has received 18 applications. The following 3 applications were approved: Capriati's, Swans & Sons, and Libs supper club. Other approved applications will be announced in May.

The meeting was adjourned by Chris Karam at 12:42.

Respectfully submitted by,
Laura West