



MINUTES OF THE MEETING

EDD Board Meeting Minutes

Wednesday, July 17, 2024

Online Meeting

ATTENDEES: Janis Witchey, Kristina Cadwallader, Jessica Balmer, Mike Collins, Xavier Mustico, Courtney Shaw, Liz Fennell, Mike Mitchell, Ben Fleishman, Larry Parker, Emma Miran

ABSENT: A'Don Allen, Chris Coletta, Chris Giammichele, Corey Cooke, Courtney Woods, Dan Mandell, Dion Brown, Emily Blauvelt, Nick Difasi

STAFF: Kylene Kiah, April Peris

CALL TO ORDER:

President, Janis Witchey called the meeting of Elmira Downtown Development, Inc., to order at 12:01pm. No board minutes to approve, as the last meeting was the Annual meeting, followed by Strategic planning.

FINANCIALS: *Janis Witchey (presenting for Courtney Woods):* Alive After 5 events continue to be successful. The next four events will add to profit for the season, which has already exceeded last year's income. Elmira Street Painting Festival was very successful and operated in the black for the first time in many years. No concerns were noted with the budget or quarterly financials.

Kerr Mesner from Heart Story Consulting did a good job with the strategic plan. Actionable items for the Board to complete are included in the report. The Board will continue to put the action items into place to stay on target based on feedback from the stakeholders. The value will be a roadmap for stakeholder needs and positive narrative moving forward. Kylene expressed gratitude for the strategic planning workshops, which went well and ensure EDD is going in the right direction.

EXECUTIVE DIRECTORS REPORT: *Kylene Kiah:* The Room Tax grant is confirmed for \$10k, with the funds being used for the Explore Elmira book. Books are printed and distribution has begun. The feedback on the book has been very positive. Many business owners have expressed interest in buying ad space next year. The CBDG grant is confirmed for \$30k, with the funds being used for light pole planters. This will help beautify downtown streets, as they're more visible than the current sidewalk planters, and Elmira Building & Grounds will be able to

maintain them better. April Peris attended a zoom meeting about a grant for 150k over a 3-year period from Fund for Women. We wanted to see what it entails and how EDD could use the funds if awarded to the organization. Please pass along anything you hear about or see on social media that you feel EDD will benefit from, and we'll do our best to attend. The County is offering a workshop this Thursday at the library on upcoming grants that Kylene will be attending.

Still no word on tax retention as well. Tax assessment has been sent out.

AA5 is going very well with \$5 wristband. The increase from \$2 went smoothly. Seven Mountain Media is a new sponsor, helping to increase attendance by advertising the events in radio commercials. Security is a topic that needs to be addressed for the next AA5 season, as well as conducting an informational session with interested bar owners.

The transfer of the Parade building site has been approved by the City Council. The next step is approval with the county planning board on July 25th. Build time is estimated to be one week. Attorney John Ryan has received the bid documents. Community Bank has pledged to be a \$10k sponsor for 3 years.

Wisner Market is going very well, with fun themes each week. EDD now has a booth for contact and event information. Kylene is meeting with Marshall from Gaffer District to discuss ideas to grow the market more.

Gus Macker basketball tournament is this weekend in Corning at CCU parking lot. April and Kylene will be there Thursday night helping to tape the courts, Friday night to set up, and Saturday and Sunday all day. If anyone wants to volunteer on Saturday or Sunday, please come at 8am so we can place you. Norwich just had their Gus Macker and it looked like a success. Marshall suggested moving next year's date so it's at least two weeks away from Norwich; however, we still ended up with 113 teams, which is GREAT for the first year. Some takeaways that will be on our side next year: with the event on Main St, we can utilize the parking garage. I'd also like to meet with the Arena to see if they'll be an in-kind sponsor. Having the players and volunteers cool down and use the bathrooms in the arena would be a huge help! Sponsors are needed for Elmira's event.

NEXT MEETING: Board of Directors September 18th at 12:00pm at 210 West Water Street.

ADJOURNMENT: A motion to adjourn was made at 12:43pm by Kristina Cadwallader, 2nd by Jessica Balmer,

Respectfully submitted,

April Peris