



## **MINUTES FOR EDD's April Board meeting**

4/23/2026

Zoom

### **CALL TO ORDER:**

Courtney Shaw called the meeting of Elmira Downtown Development, Inc., to order at 12:01.

Marshall thanked everyone for support, help, and commitment thus far.

### **UPDATES:**

**AA5:** Last one of 2025 arena one was fine.

- Not sure will do again in 2027. Maybe a NYE aa5??
- Work for arena one was not worth the return.

### **Taste of Downtown:**

- Year over year, the same. Expectations need to change.
- Needs a shot in the arm, meeting next week stay tuned.

**Downtown Cleanup:** May 2nd: 150 signed up so far

- Next year will return to the typical weekend.
- Maybe expand, build little book libraries around town. Think of good spots for them.

### **Flower Program:**

- Something meant to grow year over year instead of replants!
- Harris hill binocular set up down by and along the river
- Bench program, flowers around them

**AA5:** May 29th

- If we get enough people can split it into shifts
- Meeting with hardhit, back in the street not wisner stage.
- Couple food trucks
- A.L george beer sponsor
- Bike night? Motorcycle display
- R3 doing a car show

**Courtney: Importance of Volunteers**

- T-shirts for them
- Any time is appreciated
- If you sign up, COMMIT!!

**Candice: Same Sentiment**

- Run into issues when people sign up and don't show up.
- The more volunteers, the more pleasant for everyone!

Reach out to Steve Agan to Re-write By-laws

**Street Painting:**

- Chalk it up doing their thing.
- Call for vendors and artists went out
- Fireworks Friday off main street bridge
- Two sound stages, expanding music efforts
- Re-brand? Keep chalk art a part of it? Emily "add a big band."
- Find a "Big artist" to showcase at the end of it.
- Funding would be needed.

**Gus Macker:**

- Won't advertise until a month out.
- Another great reception so far.
- Reaching out to local coaches
- Volunteers should be set.
- Deal with seven mountains media for target marketing

**Secret garden:**

- Talked with Emily (Patricks) about catering.
- Farm to table
- More expensive ticket, less people
- Coming doing one as part of harvest fest.
- Point of bluff does one in Keuka for \$150, and sells out quickly.

**70th Parade: Anticipate really good turnout**

- Sponsorship above from last year
- Kennady valve from \$7500 - \$0

**Closing Remarks**

- Little things make a big difference
- Small libraries, recurring foliage
- More string lights and lighting in general.
- Continue lighting up downtown!

Small Biz Sat

- Curating deals from all Biz

Trunk or treat right after high school trunk or treat. Kids can go from one to the other rather than compete.

**Thank you and meeting called to an end 12:29 PM**