



MINUTES OF THE MEETING

Not an official meeting but a call to give an update on the Elmira Street Painting Festival.

4/29/25 8:30am

Teams-online

ATTENDEES: Connor Delaney, Xavier Mustico, Courtney Shaw, Janis Lunger, Larry Parker, Mike Mitchell, , Mike Collins, Candice West, Emily Blauvelt, Heather Kotsy, A'Don Allen, Kylene Kiah

ABSENT:, Barb Whitman, Ben Fleischman, Courtney Woods, Eileen Peet, Jessica Balmer, Emma Miran, Corey Cooke, Dan Mandell, April Peris

CALL TO ORDER:

Past President, Janis Lunger called the meeting of Elmira Downtown Development, Inc., to order at 8:34 am

UPDATE: *Janis Lunger;*

We are excited about the support to transition the Street Painting Festival from a two-day event to a one-day format, and the positive impacts this strategic change will have on the event.

This decision was made after careful consideration and with strong support from feedback gathered directly from our participating local artists, vendors, and attendees.

We believe this shift will enhance the overall success of the event and allow for meaningful growth in the years ahead.

Key points informing this decision include:

- **Artist Feedback:** Many artists shared that a one-day format would help maximize attendance and provide a more dynamic and efficient showcase for their work, reduce fatigue and gain excitement.
- **Improved Attendance:** Concentrating the event into one full day helps drive momentum and focus, encouraging a stronger community turnout and better engagement.
- **Vendor Participation:** A streamlined schedule reduces logistical barriers for vendors, increasing interest and satisfaction among current and prospective participants.
- **Expanded Programming:** Moving to a single-day format allows us to introduce a new **Saturday night concert**, immediately following the **announcement of winners**—a celebratory addition that will further elevate the experience for attendees.
- **Increased Artist Prizes:** With reduced operational costs from a shorter event, we are able to increase prize offerings for participating artists, reinforcing our appreciation for their talents and contributions.

- **Artist Support:** To address concerns about the limited timeframe, we will begin laying out squares and tempera paint on **Friday evening**, giving artists a head start on their work.
- **Weather Contingency:** A one-day format gives us the flexibility to identify a rain date if needed—something we've not been able to accommodate in the past.
- **Revenue Generator:** EDD will run the beer truck at the Saturday concert allowing us to continue to put more back into the event and all of events.

This updated format represents not a reduction, but an intentional evolution of the festival—one designed to create a stronger, more engaging, and sustainable event for everyone involved.

We're excited about the opportunities this change brings and are confident it reflects the best path forward for our community, our artists, and the continued growth of the festival.

Heather Kosty and Candice West both agreed it's a great change. Heather has volunteered and agrees that this is a great idea especially because it rains over night almost every year and most artists seem defeated and have to redraw everything in one day, again.

Courtney Shaw said we are not taking anything away we are condensing into one amazing day!

No other questions or concerns came up.

ADJOURNMENT: 8:44 AM

Respectfully submitted,
Kylene Kiah

Janis sent a follow up email to the full board for those that missed.