



Elmira Downtown Development, Inc.  
400 E Church St.  
Elmira, New York 14901

PH: 607.734.0341  
www.elmiradowntown.com

## **MINUTES OF THE MEETING**

EDD Board Meeting Minutes

12/17/25

Virtual Meeting (Microsoft Teams)

**ATTENDEES:** Courtney Shaw, Xavier Mustico, Connor Delaney, Jessica Balmer, Barb Whitman, Courtney Woods, Emily Blauvelt, Candice West, A'Don Allen, Janis Lunger, Marshall Ferrari, Sarah Flenders, Ben Fleischman

**ABSENT:** Heather Harkness, Larry Parker, Mike Collins, Emma Miran, Corey Cooke, Dan Mandell, Eileen Peet, Mike Mitchell

**STAFF:** Marshall Ferrari (Executive Director), Sarah Flenders (Events Coordinator)

### **CALL TO ORDER:**

President, Courtney Shaw called the meeting to order at 12:01.

**FINANCIALS:** *Jessica Balmer;*

Financials will be sent in an email.

**EXECUTIVE DIRECTORS REPORT:** *Marshall Ferrari:*

**Tree Lighting,** looking at making the event leaner, or blending it into another event. The cost does not outweigh the event itself. Example – \$40/person to get to the event.

**Parade:** Attendance was strong, event was smooth. The route will be examined in the future, after the 70<sup>th</sup>. Looking to remake the IZARD's original parade.

**Winter fare** was this past weekend 8 vendors, 7 sheds. Approval for CDBG Funding to build 10 more sheds. The goal is 20 sheds. If we could make it to 20 sheds, and 10 tents that would be ideal. The overall feedback was positive, with a few negatives on Facebook. Pony ride route will eventually go around the arena. One weekend next year is the current prediction. We are looking to further improve park lighting. Potential to run spotlights off of the Park Church building. The only issue is the parking lot.

2026 Event Schedule is completed.

\$69,000 sponsorships confirmed for 2026. Williams Toyota will be returning, with potential of more. 75% of the repeat sponsors are in the process.



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Wisner applications hopeful to go out before the new year, as well as the AA5 process. There will be a sit down for everyone who wants to do an AA5. Will not be as much change this year, outside of booking the bands. Looking at a conversation to bring the Jazz Festival back to Elmira. Looking to tweak AA5 for the better. The October AA5 at ILL Eagle is cancelled. They will put in a summer application.

Two NY Tournaments in Olean, and Rochester for **Gus Macker**. More in a proximity, after ours is a good thing. Last year, players in Norwich the week before, also played in ours. Emphasis on new teams, the Northern Tier of PA. Wyalusing, Athens, North Penn, Mansfield. Untapped market.

**Wisner** – Cornell Co Op does not want to do SNAP at the market anymore. They blamed it on funding cuts. The only concern is having someone there to run the transactions. We will get this figured out. Scavenger hunts for more children centric events may be added.

**Rye** is going to rent two snow globes from us. The snow globes in the park received good feedback. They are hoping to do alcohol sales outside of a snow globe as well.

**City Tax increase** – this will not affect the assessment for EDD. Fear of rumors circulating like, the proposed increase may change/may be lowered, by Hiring freezes, cutting employees. 6 Months ago we increased police presence downtown by working with Police, LeCome, Capriotti, Krusen, City Manager, per businesses' complaints and requests. Cleanliness was improved. People feel safer. Unfortunately, our police presence could be cut as it was the last post added if theres cuts. We need to get ahead of this, its out of our control, When the downtown businesses come to complain regarding safety, and cleanliness we need to refer people to The City and to Corey Cooke. He is the councilman for our area. He can listen to their needs/concerns and take it back to the City. We are headed potentially backwards unfortunately. Looking to touch base with businesses and get ahead of the revert. Assure them we will continue to do everything we can that's within our control We may lose help from B&G, and more with our events as well. The only thing Marshall may need extra help with outside of the big events is moving park benches. We are trying to take stuff off their plate before potential loss. The city is still in negotiations, we are just trying to be ahead of potential outfall from rumors circulating. Assessment went from 151 to 163.

Winter fare Feedback – maybe we could get large banners to announce events on Water or Main to try and inform the public more. We have a big billboard in Wisner, but it doesn't totally hit home. We always fight the naysayers who are "not aware" of events. Looking at TV Spots, and Radio.

Marshall and Sarah are looking at utilizing a project management software, to formalize notes and standard operating procedures, from deliverables to tasks per event.



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Year end meeting that takes place in 26' will be mailed out.

We also need to add some board members.

Overall consensus is positive.

The meeting has been adjourned at 12:41, a motion was made by Courtney Shaw, and Ben Fleischman.

**NEXT MEETING:**

Respectfully submitted,  
Benjamin Fleischman