



DIA Board of Directors Meeting

04/10/2023

Executive Board Members Present: Ashley Cake, Teri Tarshus, Scott Whitham, Megan Vidler, John Guttridge, Ben Sandberg

Executive Board Members Absent/Excused: Abby Peterson

Board Members Present: Emily Petrina, Elsa Hyde, Rob Gearhart, Dustin Patte, Cathy Hart, Jen Demarest, Lisa Swayze, Susan Riley, Jan Norman, Bryan Warren, Larry Hochberger

Board Members Absent/Excused: Tom Knipe, Greg Conard, Laura Lewis, Susan Salahshor, Jodi LaPierre, Amy Cohen, Nathan Lyman, Dean Zervos

Staff Members Present: Gary Ferguson, Galen Morehead, Hannah Bistocchi, Olivia Pastella

Guests Present: Fred Horowitz (The Gallery), Kate Casler (PM Press)

Meeting called to order at 6:03PM

Secretary's Report:

-No edits for the March minutes.

Scott Whitham moved to approve the minutes with changes, Teri Tarshus seconded the motion.

Yays – 16/ Nays – 0 / Abstained - 0

Treasurer's Report:

-A/R is currently at \$116,000.00 but this includes a BID payment and some large sponsorship payments that are invoiced

-Grants receivables are still in-process for the GO Ithaca grant. Jane, Galen, and Rebekah are working on this with The City of Ithaca. Jane is in the process of submitting the Q1 grants to the city for reimbursement as well.

-Rebekah and Galen are in the process of reviewing the restricted accounts to make sure there is no overlap and that the amounts are correct.

Cathy Hart motioned to accept the treasurer's report and Jan Norman seconded the motion.

Yays – 16 / Nays – 0 / Abstained - 0

Presentation from the Special Events Director:

-Olivia Pastella, the new Special Events Director, presented.

-Olivia discussed the upcoming events and the dates those are taking place; she summarized a bit about herself and her vision for the department going forward

Downtown Metrics of Success Survey:

-Gary presented the Downtown Metrics of Success Survey and the results of that survey

Executive Committee Report:

-At the most recent meeting, the Executive Committee discussed the upcoming Annual Meeting and Elections and set the agenda for the April board meeting

Committee Reports:

-BRD: No report

-Operations: No report

-Marketing Oversight: No report

- Special Events: No report

-Transportation: GO Ithaca provided updates on their transition and Darlene reviewed the results from the bus hub survey

-Retail Committee: 4/19 is the next meeting

Executive Director's Report:

-The staff is currently researching/developing a new holiday lights strategy for downtown

Executive Session:

-John Guttridge motioned to enter executive session to review a personnel matter, Ben Sandberg seconded.

Yays – 16 / Nays – 0 / Abstentions - 0

Announcements: None

Meeting adjourned at 7:34pm.

Respectfully submitted,



Galen Morehead
Director of Administration

Respectfully Reviewed,

Abby Peterson
Secretary, DIA Board