Downtown Ithaca Alliance Board of Directors Meeting

February 20th 2020 6:00-8:00pm

Downtown Ithaca Alliance Conference Room

Present: Abby Peterson, Anna Kelles, Ashley Cake, Brett Bossard, Cathy Hart, Deirdre Kurzweil, Jan Norman, Fred Schoeps, Jason Sidle, Jodi LaPierre, Joe Wetmore, John Guttridge, Dustin Patte, Nathan Lyman, Nicole Pagano, Megan Vidler, Steve Headrick, Susan Riley, Teri Tarshus, Thomas Knipe

Excused: Andre Gardiner, Chris Hyde, Doreen Culver-Foss, Justin Hjortshoj, Seph Murtagh

Absent: David Prunty, Sam Partlett, Svante Myrick

Staff: Gary Ferguson, Mercedes Redmon, Allison Graffin, Darlene Donahue

Guest: Larry Hochberger

1. President Steve Headrick called the meeting to order at 6:06pm.
2. January minutes were reviewed.
3. Megan Vidler gave the Treasurer’s Report, December’s financials were discussed.
4. Allison Graffin gave a marketing presentation. Over all social media growth, the content of seasonal guides continues to develop. The DIA website is being redesigned for a more robust experience. The pedestrian counter is going to be relaunched. The reusable bag program and the micro grant program were also points of discussion during the presentation.
5. Lauren Gabuzzi and Darlene Donahue gave a presentation on the TDM GOITHACA program.
6. Steve Headrick discussed conflicts of interest concerning board members and the conference center. Asking board members to consider whether they are in a conflict of interest.
7. John Guttridge recused voting for board resolution on the conference center.
8. 10 to 0 vote to move forward, IURA voted to accept conference center.
9. Tom Knipe arrived at 7:23pm.
10. Gary discussed Vecino bringing on their own staff for the conference center.
11. Jan Norman left at 7:45pm
12. John discussed amendments made to draft.
13. Changes were motioned by John and seconded by Joe. All in favor.
14. The board went into executive session at 7:50pm.