



## DIA Board of Directors Meeting

02/13/2023

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

**Executive Board Members Absent/Excused:** None

**Board Members Present:** Susan Salahshor, Elsa Hyde, Rob Gearhart, Nathan Lyman, Larry Hochberger, Greg Conard, Tom Knipe, Dean Zervos, Amy Cohen, Jason Sidle, Dustin Patte, Cathy Hart

**Board Members Absent/Excused:** Laura Lewis, Jodi LaPierre, Jen Demarest, Bryan Warren, Susan Riley

**Staff Members Present:** Gary Ferguson, Galen Morehead, Kristina Thelen, Darlene Wilber

**Guests Present:** Kate Casler (PM Press)

Meeting called to order at 6:05PM

### **New Board Member: Rob Gearhart**

-Rob Gearhart is the new class c representative, replacing Robert Cantelmo, from the common council; City of Ithaca

### **Secretary's Report:**

-No edits for January minutes

-Motion made by Cathy Hart, Nathan Lyman seconded to accept the minutes.

Yays – 18 / Nays – 0 / Abstentions - 0

### **Treasurer's Report:**

- Megan advised that the grants receivables are updated now and off the A/R list
- Gift card inventory not accurate – reconciliation between inventory/checking account don't match. This is due to several GO Ithaca gift cards not being billed previously. This will be corrected going forward.
- We sent the first BID payment invoice to the City in January; currently awaiting payment on this.
- Rebekah is currently analyzing and reconciling our restricted accounts and verifying what is possible to unrestrict (if anything)
- Several new line items introduced into our financial statements going forwards to better account for finances
- The annual dinner made about \$3,000.00 profit
- Staffing was off by a little bit, about \$3,000.00; this is due to overtime being paid out to Jane as well as Scott's PTO payout
- John Guttridge motioned to approve the treasurer's report, Tom Knipe seconded the motion.

Yay – 18 / Nays – 0 / Abstentions - 0

### **Statement of Downtown Report:**

- Darlene Wilber presented the state of downtown report
- Some key takeaways: The report tracks several things (i.e. population, development projects, workforce, quality of life, and tourism).

### **Retail Incubator Project:**

- Kristina Thelen walked everyone through the potential Retail Incubator project
- The goal of this project is to address economic disparity and to increase representation of businesses owned by minority people of color
- The goals are to create opportunities for economic advancement and providing support in business management
- The incubator will engage businesses at all levels from startup to more established businesses. It will be a retail space with a range of sublease options with a central checkout and shared staff.
- Kristina advised the DIA is applying for the USDA grant that would provide the necessary funds to start this project.

-Gary presented a resolution that needs to be approved by the board to include with the DIA's USDA grant application

-Nathan Lyman motioned to approve the resolution as written, John Guttridge seconded the motion.

Yays – 18 / Nays – 0/ Abstentions - 0

### **Executive Committee Report:**

-Ashley Cake reported that the nominating committee was discussed and formed and that they set the agenda for the board meeting

### **Committee Reports:**

-BRD: No Report

-Operations: Did not meet but the placemaking demos are being planned and coordinated by Terel currently

-Marketing Oversight: Recap of Winter Lights, sponsorship opportunities, quarterly meetings going forward with additional meetings near the holidays

- Special Events: No Report

-Transportation: GO Ithaca to start their own non-profit as of 4/1, Intercity bus hub study with assistance from a working group is coming down the pipeline

-Nighttime Economy: No report

-Retail Committee: PURSUIT Lending presented at the meeting about ways they can provide funding, Slido polls for workplan discussion, Brainstorm on struggling businesses and ow they could help if possible

### **Executive Director's Report:**

-Ithaca Love's Teachers has over 1,000 pre-registered for event

-The Annual Dinner was well attended and a fun evening

-The DIA co-sponsored a meet and greet with Dr. Martha Pollack the President of Cornell University; several staff members attended

-Recently several people met with Anthony Delgato, Lieutenant Governor of NY who shared a lot of insightful information on his visit

-The next comparative city visit is from 4/17 – 4/19 to Portland, ME

The Board entered executive session at 7:40PM to discuss personnel matters.

The Board exited executive session at 8:28PM.

-John Guttridge motioned to allocate \$70,000.00 from operating reserves to a new budget lined (Executive Committee – Transition Fund) for executive director transition related costs. Ben Sandberg seconded the motion.

Yays – 18 / Nays – 0 / Abstained – 0

-John Guttridge motioned to authorize the President to negotiate and enter into a contract for an executive search firm subject to reference checks and vetting. Nathan Lyman seconded the motion.

Yays – 18 / Nays – 0 / Abstained - 0

**Announcements:**

No Announcements

Meeting adjourned at 8:40PM.

*Galen Morehead*

Respectfully submitted,

Galen Morehead  
Director of Administration

Respectfully Reviewed,

Abby Peterson  
Secretary, DIA Board