



DIA Board of Directors Meeting

03/13/2023

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

Executive Board Members Absent/Excused: Abby Peterson

Board Members Present: Dean Zervos, Jan Norman, Nathan Lyman, Cathy Hart, Dustin Patte, Jen Demarest, Jodi LaPierre, Lisa Swayze, Rob Gearhart, Susan Riley, Larry Hochberger, Elsa Hyde, Emily Petrina

Board Members Absent/Excused: Tom Knipe, Greg Conard, Laura Lewis, Susan Salahshor

Staff Members Present: Gary Ferguson, Galen Morehead, Kristina Thelen, Darlene Wilber, Hannah Bistocchi, Adam Kokoni, Jane Brady

Guests Present: None

Meeting called to order at 6:04PM

Secretary's Report:

-Edit to February minutes: add negotiate and engage to portion on executive search firm.

Scott Whitham moved to approve the minutes with changes, John Guttridge seconded the motion.

Yays – 18/ Nays – 0 / Abstained - 0

Treasurer's Report:

- Megan presented the February Financials: \$408,197.85 currently in our operating account.
- DEC Grant for Q4 has been billed (\$67,310.71)
- The gift card inventory account is in the process of being reconciled; currently at \$2,577.94. Galen and Rebekah are working to reconcile the remainder in March.
- Ambassador payroll is higher than normal – Gary and Galen will meet with Terel to go over reasons why this may be.
- Megan proposed converting the construction fund payable line to be used to the executive search firm line; no additional action was taken.

John Guttridge motioned to accept the treasurer's report and Elsa Hyde seconded the motion.

Yays – 18 / Nays – 0 / Abstained - 0

Proposed By-law Change:

- HRS recommends a title change for the executive director to President or CEO
- John Guttridge moved to update this section of the bylaws as follows:
 "Pursuant to the bylaw provision, the board may, at its discretion, retain and executive director, CEO, or other leader who shall be an employee of the corporation and be given a title and delegated responsibility as determined by the board of directors."

Cathy Hart seconded the motion.

Yays – 16 / Nays – 2 / Abstentions - 0

Marketing Plan Presentation:

- Hannah presented her 2023 marketing plan, which included her thoughts and strategies

GO Ithaca Update:

- The MOU between the DIA and GO Ithaca was reviewed, with one edit suggested being "furnished office space" and 3% administrative fee based on payroll and fringe benefits processed. Add pro-rata cost of utilities as well.

Scott Whitham moved to approved the MOU and John Guttridge seconded the motion.

Yays – 18 / Nays – 0 / Abstained - 0

Executive Committee Report:

- At the most recent meeting, the Executive Committee set the agenda for the board meeting and talked about the GO Ithaca MOU and the progress on the nominating committee.

Committee Reports:

- BRD: Reviewed retail vacancies, the RFP for retail survey, priority locations that the DIA is looking to fill downtown, and updates on the retail mini grant program
- Operations: No report
- Marketing Oversight: Next meeting: 3/29 at 9:30am at the DIA office.
- Special Events: No report
- Transportation: No report.
- Nighttime Economy: No report
- Retail Committee: The committee discussed the CREG grants and the county ARPA grant

Executive Director's Report:

- Gary reviewed the different grants we have applied for/are applying for in 2023

Executive Session:

- Ben Sandberg motioned to enter executive session to review a personnel matter, Nathan Lyman seconded.

Yays – 18 / Nays – 0 / Abstentions - 0

Announcements: None

Meeting adjourned at 8:00pm.

Respectfully submitted,



Galen Morehead
Director of Administration

Respectfully Reviewed,

Abby Peterson
Secretary, DIA Board