



## DIA Board of Directors Meeting

11/14/2022

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

**Executive Board Members Absent/Excused:** Teri Tarshus

**Board Members Present:** Cathy Hart, Lisa Swayze, Jodi LaPierre, Susan Riley, Amy Cohen, Elsa Hyde, Dustin Patte, Tom Knipe, Jen Demarest, Larry Hochberger, Emily Petrina, Jason Sidle, Bryan Warren, Dean Zervos

**Board Members Absent/Excused:** Laura Lewis, Nathan Lyman, Jan Norman, Susan Salahshor,

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

**Guests Present:** Travis Brooks

Meeting called to order at 6:05PM

### **Presentation from Travis Brooks, Director of LEAD (Law Enforcement Assistant Diversion):**

-Travis Brooks discussed the LEAD program. The LEAD program was created to address issues with systemic racism; specifically, in regard to crimes committed around addiction, theft, etc. In 2020 wrote a grant to the DOJ and were awarded \$1,000,000.00 over the course of 3 years. LEAD is housed at the GIAC and is a combination of many organizations in the City of Ithaca.

-There is 1 caseworker on the payroll, and they are looking for 2 more. There are 18 people on the programs roster.

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

-Jodie LaPierre and Lisa Swayze advised they were not present at the last meeting as an edit to October minutes. Cathy Hart motioned to approve the minutes as amended. Ashley Cake abstained.

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

-Megan presented the October financials. \$439,782.15 in our operating account. All BID assessment payments have been collected for 2022.

-Account receivable is now lower than has been for the last several years. Vast majority of the current A/R of \$143,609.59 is two large invoices due for payment by the City of Ithaca.

-The DEC grant is very overdue and is currently being worked on by Tom Knipe and Jane Brady.

-John Guttridge motioned to approve the Treasurer's report. No abstentions.

### **Executive Committee Recommendations:**

- The Executive Committee recommends the appointment of Scott Whitham to Brett Bossard's vacated seat on the DIA Board. John Guttridge moves to appoint Scott Whitham to the board. No abstentions.

- The Executive Committee recommends the appointment of Scott Whitham as Chair of the Transportation Committee. John Guttridge moves to appoint Scott Whitham as chair of the transportation committee. No abstentions.

### **2023 Workplan/Budget:**

-Gary Ferguson reviewed the various aspects of his preliminary 2023 budget. The majority of the budget will again be allocated to staff and the investment we make in them. Most notable is that currently with all department requests for everything they'd like for 2023 the budget is currently over by about \$125,000.00. This will be addressed in the coming weeks by budget cuts and discussions.

-The 2023 workplan will focus heavily on teamwork and structuring the various projects the organization works on with that in mind. GO Ithaca will spinoff to be its own non-profit in 2023.

-Lisa Swayze asked about adding on an HR person/Consultant. Gary advised that we do have a 3<sup>rd</sup> party HR consultant that we use regularly, and this meets the needs of the organization.

-Ashley Cake motioned to set our 2023 BID assessment rate at 20%. No abstentions.

### **Executive Committee Report:**

-No new business to discuss

### **Committee Reports:**

-BRD: Kristina gave a report on vacancies downtown. She also advised that the DIA applied for the Tompkins Recovery Fund Grant. She asked for \$120,000 for about 15 businesses to apply for funding through the DIA. Additionally, the BRD went over 2023 workplan.

-Operations: No report

-Marketing Oversight: Had a Welcome Student Weekend debrief, went over the success of Apple Harvest Festival, and the possibilities for businesses to advertise on the DIA Public WiFi platform. Holiday marketing was discussed; different ways to promote holiday shopping downtown.

- Special Events: A discussion on Apple Harvest took place and what will happen to the event over the next 3-5 years

-Transportation: No meeting – Scott Whitham appointed as board chair in this meeting.

-Nighttime Economy: No report

-Retail Committee: Talked about Shop Small Saturday, Window decorating contest, and Ice & Lights and how that will all help drive traffic to downtown merchants.

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

-There are 100 bikes downtown; the bike share program has been restarted. There will be 350 by next Summer.

-A report on the comparative city visit to New Haven will be forthcoming in one of the upcoming board meetings.

-Gary discussed the importance of noting that the pandemic is NOT over, especially for small businesses.

### **Announcements:**

No Announcements.

Cathy Hart motioned to adjourn the meeting. No abstentions.

Meeting adjourned at 8:01PM.

Respectfully submitted,

A handwritten signature in cursive script that reads "Galen Morehead".

Galen Morehead  
Director of Administration

Respectfully Reviewed,

A handwritten signature in cursive script that reads "Abby Peterson".

Abby Peterson  
Secretary, DIA Board