

Downtown Ithaca Alliance Board of Directors Meeting

January 24, 2022 5:30 pm

Via Zoom Conference

Join Zoom Meeting

<https://us02web.zoom.us/j/81300242399>

Board Present: Abby Peterson, Ashley Cake, Brett Bossard, Bryan Warren, Cathy Hart, David Prunty, Deirdre Kurzweil, Dustin Patte, Elsa Hyde, Emily Petrina, Fred Schoeps, Jan Norman, Jason Sidle, Jodi LaPierre, Robert Cantelmo, Seth Adams, Susan Riley, Svante Myrick, Teri Tarshus, Thomas Knipe

Excused / Absent: Adrina Graham, Amy Cohen, Joe Wetmore, Justin Hjortshoj, Megan Vidler, Nathan Lyman, Richard John, Sam Parlett, Rich John

Guests: Larry Hochberger

Staff: Gary Ferguson, Jane Brady, Allison Graffin, Kristina Thelen

1. Prior to the official meeting, G. Ferguson began an orientation / overview of the organization at 5:30 pm.
2. Meeting was called to order at 6:30 pm. Guests were welcomed, and new Common Council representative Robert Cantelmo introduced himself.
3. J. Brady offered a presentation on the TDM program (GO Ithaca), highlighting grant goals that have already been met, as well as next steps for the creation of a TDM policy for Ithaca and a recent grant award electric mobility projects.
4. Minutes from the December 2021 meeting were reviewed and amended. Motion to approve by B. Bossard, seconded by A. Petersen. Minutes approved. (Abstained – T Tarshus, D. Kurzweil, J. Norman)
5. G. Ferguson noted that the year-end treasurer's report was still being finalized. It will be presented at the February meeting.
6. G. Ferguson presented proposed edits to the organizational DEI Policy. Discussion included several suggestions:
 - a. Adding a note to revisit the policy and evaluate progress toward goals on an annual basis (i.e. indicating that it is a "living document")
 - b. Inclusion of information on how it will be applied to board and committee recruitment
7. G. Ferguson welcomed Mayor Svante Myrick and presented a Resolution of Thanks honoring the mayor's 10 years of service on the board. S. Adams moved to accept the resolution. J. Norman seconded. Motion passed unanimously. G. Ferguson virtually presented the mayor with our token of thanks – a personalized set of extra-large ribbon cutting scissors.
8. G. Ferguson led a discussion about the present and future of transportation in downtown. Subjects included an intercity bus depot, the TDM program, TCAT's Transit Development Plan, On-Demand options, a Downtown Circulator, Remote Parking, and

the Green New Deal. Transportation Committee will be meeting at 12 pm on Friday, February 18.

9. A. Cake reported on the Executive Committee meeting. M. Vidler will be chairing a new Retail Committee. The committee also discussed the formation of a DEI Committee for Downtown and an update to the review process for the Executive Director.
10. G. Ferguson reported on the work of the BRD committee. They reviewed applications for additional NY Main Street projects. They also discussed investigating a pedestrian project similar to the Streeterly to be implemented in the 100 block of West State / MLK Street.
11. T. Tarshus reported that the Operations Committee would meet on 1/26 to discuss the latest draft of the MOU with the City of Ithaca.
12. A. Peterson reported that the Marketing Oversight Committee did not meet.
13. F. Schoeps reported that the Transportation Committee would meet on 2/18.
14. A. Cake reported that the Night Economy Committee met on 1/24 to discuss the Night Ambassador program and the pedestrian project on West State / MLK Street.
15. G. Ferguson shared his Executive Director report.
16. Meeting adjourned at 8:03 pm.

Attachments: January 2022 Agenda; Executive Director's Report; Resolution of Thanks; Draft DEI policy.

Next Board Meeting: Monday, February 28th, 2022.

Minutes taken by: Brett Bossard

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