

Downtown Ithaca Alliance Board of Directors Meeting
February 28, 2022 5:30 pm
Via Zoom Conference
Join Zoom Meeting
[https://us02web.zoom.us/j/ 84732077413](https://us02web.zoom.us/j/84732077413)

Board Present: Abby Peterson, Amy Cohen, Ashley Cake, Brett Bossard, Bryan Warren, Cathy Hart, David Prunty, Deirdre Kurzweil, Emily Petrina, Jodi LaPierre, Robert Cantelmo, Susan Riley, Teri Tarshus, Thomas Knipe, Megan Vidler.

Excused / Absent: Adrina Graham, Dustin Patte, Elsa Hyde, Fred Schoeps, Jan Norman, Jason Sidle, Joe Wetmore, Justin Hjortshoj, Nathan Lyman, Richard John, Sam Parlett, Seth Adams

Staff: Gary Ferguson, Scott Rougeau, Kristina Thelen

1. Meeting was called to order at 6:05 pm.
2. Minutes from the January 2022 meeting were reviewed and amended. Motion to approve by C. Hart, seconded by T. Tarshus. Minutes approved.
3. M. Vidler presented Treasurer's Report with financial details from both December 2021 and January 2022.
4. S. Rougeau offered a presentation on the challenges currently facing special events in the City.
5. G. Ferguson presented the revised DEI Policy discussed at last month's meeting. B. Bossard moved to accept the policy; C. Hart seconded. A friendly amendment was proposed. Passed unanimously.
6. G. Ferguson led a presentation on the By-laws of the organization.
7. G. Ferguson led a discussion on the preparations to develop an Internal DIA Strategic Plan.
8. A. Cake reported on the Executive Committee meeting. The nominating committee was a point of discussion, and she called for volunteers to serve on that committee. The annual meeting will take place in April, as dictated by the bylaws. The annual meeting will take place on April 28th at 6pm.
9. M. Vidler reported that the BRD committee will meet on Friday, March 4.
10. T. Tarshus reported that the Operations Committee has moved to a bi-monthly meeting schedule and would meet in March.
11. A. Peterson reported that the Marketing Oversight Committee did not meet, as they await the hiring of a new Director of Marketing.
12. A. Cake reported that the Special Events Committee did not meet.
13. A. Cake shared a report on the Transportation Committee provided by F. Schoeps.
14. A. Cake reported that the Night Economy Committee moved to a bi-monthly schedule and will meeting on March 28.

15. M. Vidler reported on the new Retail Committee, which had its first meeting this month. K. Thelen developed a charter for the committee, which will be distributed in next month's packet.
16. G. Ferguson shared his Executive Director report.
17. Meeting adjourned at 8:10 pm.

Attachments: February 2022 Agenda; Executive Director's Report; By-Laws Slides; DIA Diversity, Equity & Inclusivity Statement of Policy & Practices

Next Board Meeting: Monday, March 21st, 2022.

Minutes taken by: Brett Bossard

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