



DIA Board of Directors Meeting

12/12/2022

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

Executive Board Members Absent/Excused: Scott Whitham

Board Members Present: Larry Hochberger, Jodi LaPierre, Susan Riley, Jan Norman, Lisa Swayze, Cathy Hart, Elsa Hyde, Bryan Warren, Emily Petrina, Jason Sidle, Amy Cohen, Jason Sidle

Board Members Absent/Excused: Robert Cantelmo, Tom Knipe, Greg Conard, Jen Demarest, Laura Lewis, Nathan Lyman, Dustin Patte, Susan Salahshor, Dean Zervos

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

Guests Present: None

Meeting called to order at 6:06PM

Secretary's Report:

-No edits for November minutes. Emily Petrina moved to approve the November minutes. 1 abstention, Jan Norman. Vote was unanimous.

Treasurer's Report:

-Megan presented the November Financials: \$385,384.43 currently in our operating account.

-Account receivable is up a bit to \$171,797.71. Due to 2 large invoices from the city and several invoices have gone out for seasonal and holiday guides.

-The grants receivables should be "cleaned up" by the bookkeeper for our January meeting.

- Some Winter Lights expenses started occurring in November and wasn't planned till January.
- The event analytical will be part of the financials going forward

Cathy Hart moved to accept the treasurer's report. Vote was unanimous with no abstentions.

2023 Workplan/Budget:

- Gary Ferguson reviewed the various aspects of the 2023 finalized version of the budget and showed the board a estimated 3 year projection of DIA finances.
- Some potential changes in the future includes benefits packages changes, a potential increase of larger than 10% tax valuations, and the 401 E. State Street project is NOT included in the projections.
- Cathy Hart motioned to approve the 2023 budget presented. 1 "no" vote, no abstentions. The 2023 budget was approved by a majority vote of the board.
- The 2023 work plan includes some key components like "revamping" the Pay It Forward program, and an increased effort in procuring sponsorships members of the DIA staff.
- Lisa Swayze motioned to approve the 2023 workplan. Vote was unanimous with no abstentions.

Mission, Values, and Vision Statements:

- Gary briefly reviewed both versions of these documents created by himself and Ife Scott (DIA Office Manager). These documents will be shared with the board electronically on 12/13.

Executive Committee Report:

- At the most recent meeting, the Executive Committee reviewed the 2023 budget and workplan. No other news to share presently.

Committee Reports:

- BRD: No report
- Operations: No report
- Marketing Oversight: No report
- Special Events: No meeting, but Ben did meet with Scott about 2023 events calendar and adjusting the structure of the committee going forward to be more of a "working committee".

-Transportation: No report. The 1st meeting will be on 1/5.

-Nighttime Economy: No report

-Retail Committee: The committee will try to get a sponsor for the tote bag contest in 2023. The holiday window decorating contest went well; winners will be announced tomorrow 12/13.

-Cathy Hart suggested "short term" coupon books for the guests that come into town and stay at the local hotels.

Executive Director's Report:

-Gary and several others went to NYC to pitch for extra money in addition to the electric mobility grant. Jane was listed in the national transportation's "40 under 40 list".

-GO Ithaca will be there own 501c3 in the 2nd quarter of 2023.

-Kristina and Gary worked on an ARPA funding application that was submitted to the county that would provide micro-grants to 15 businesses.

-Our Annual Dinner is coming up on 1/12 at Coltivare from 5:30pm-9pm. Tickets are on sale now.

-Chowder cook-off went well, even with weather not cooperating. The silent discos were well attended with about 2,500 people in attendance throughout the weekend. About 1,500 people came to see Santa and watched him repel down the side of Center Ithaca.

Announcements: None

Meeting adjourned at 7:07PM.

Respectfully submitted,



Galen Morehead
Director of Administration

Respectfully Reviewed,

Abby Peterson
Secretary, DIA Board