**Elmira Downtown Development**

Minutes of Board Meeting

April 10, 2019

Present: Chris Karam, Chris Coletta, Emma Miran, Jennifer Swain, Dan Mandell, Courtney Woods, Michael Mitchell, Brent Stermer, Adam Bunce

Absent: Kylene Kiah, Donna Tangorre, Kristina Cadwallader, Mitch Pearce,

Excused: Denise Allen, Janis Witchey, Pam Brayton, Mike Collins, Chris Giamichele

Staff: Jennifer Herrick, Katie Boland

ACTION ITEMS:

Call to Order: Chris Karam called the meeting to order at 12:01pm

Minutes: The February minutes were accepted with all in favor. Mike Mitchell motioned to accept the minutes, Chris Coletta seconded.

Financial Report: Chris Coletta reported March’s financials – Adequate cash balance through March, Profit and Loss show that income = expenses for the budget. Grants are break even. Events have a positive balance of $15,000+ from Sponsorships. Taste of Downtown brought in about $15,000 (Claps all around). Mike Mitchell motioned to accept the Financials, Dan Mandell seconded. Financials were accepted with all in favor.

Presidents Report: Chris Karam announced that there was not much to vote on this month, this is really more of an informational meeting.

Directors report: Jennifer Herrick

* Taste of Downtown - Still a viable fund raiser bringing in more and more money each year.
* Shamrock – ROCKED! We feel like it was a success because we reached news outlets all over the world. Even Ireland!! Brent added at it was fabulous and we should just embrace the positive!!
* AA5 - Kicks off at Teall’s on May 3rd which is also their 1-year anniversary. Please everyone- attend. Application process was smooth with the help of the committee. Some had to be denied but they understood. EDD is doing the last one because we have to cover our expenses. If anyone asks you, please help us explain why. Brent added that he heard the places that were denied were happy that we wrote letters to them.
* DTCU -30 years in the running. Kiwanis, Tops, Culligan, 94 Rock are our community partners. Letters sent to businesses in Downtown to help too.
* ESPF – We are worried about the condition of Water & Main Streets. Art is first priority and we are working around the problems so we can showcase 100 West Water Street.
* Sponsorships – We have 5 new sponsors this year ☺
* Wisner Market – Katie reported: Market starts 5/30 Food vendors are full and other applications are rolling in. New and different applicants this year. Woodstock at Wisner, Chef presentations, car shows each month, 7-11 Day etc.
* Brent wants to paint a shamrock in the intersection of Lake and Church Streets.
* POP Art – Weekend of June 1-2. Electrical boxes will be completed with a walking tour of current and past boxes painted and plan a treasure hunt. Jen Swain mentioned it was graduation weekend for EC, hoping this brings more people to see the painting going on.
* Community Cinema – partnering with the Library this year as well as Glove House and Abbey’s Paws for more movies this year.
* Secret Garden is in the planning stages. Will happen in late August or early September.
* NY Main street – Contract signed between EDD and State, contract between Capriotti’s and EDD coming. History Museum has a grant in the works. Haven’t met with the new owners of Iszard’s yet but will possibly write a grant for them too.
* The New brand signs are looking good but nothing has been finalized as of yet.
* Marketing – Met with Jeff Murray = article is in today’s paper. Billboards, posters, travel guides, website all updated and sent out.
* Adopt a planter – a way to mitigate costs of the planters which is not inexpensive.

Other business: Brent mentioned clean-up of cigarette butts with CAE, STTEC and City of Elmira. Also, Tre’s project with “Love your City”. Clean up, clean up everybody everywhere. Jennifer Swain told us about the new Environmental Sciences Degree being offered next semester at EC.

Next meeting June 12th.

The meeting was adjourned at 12:39pm by Chris Karam. Motioned by Dan Mandell and seconded by Adam Bunce. Lunch was provided by EDD and was served from Roundin’ Third.

Respectfully Submitted,

Katie Boland