

Elmira Downtown Development

Minutes of March Meeting

March 10, 2021

Zoom Meeting -COVID

Attendees: Denise Allen, Kristina Cadwallader, Pam Brayton, Brent Stermer, Chris Giamichele, Courtney Woods, Liz Fennell, Emma Miran, Xavier Mustico, Donna Tangorre, Mike Mitchell, Tiffany Millerd, Jenifer Herrick, Janis Witchey and Katie Boland.

Absent: Mike Collins, Jennifer Swain, Chris Coletta, Mike Mitchell and Dan Mandell

Action Items-

Call to Order: Kristina Cadwallader called the meeting to order at 12:03pm

Minutes: The Annual Meeting minutes were accepted with all in favor.

Financials: Taxes were filed and accepted. The second PPE was deposited on March 11th so they were not in the financials. Kristina Cadwallader motioned to approve January's and February's financials and Denise Allen second the motion.

Directors Report: We are saying goodbye to Katie as she moves on to do great things with the YWCA. We want to thank her for all that she has done here at EDD. Our partnership with the YWCA will only be stronger now. Katie has offered help with the kid portion of the Elmira Street Painting Festival and take over a float (requesting Sesame Street). We have 6 candidates to fill Katie's position and working on an offer letter for our top choice and going to offer an internship for second runner up. Not ready to release name yet because nothing is official. We will be having events this year with modification. We are closely watching the restrictions as they are rapidly changing.

- Downtown Clean Up-May 8th
 - Will not be gathering in Wisner Market this year, but will have separate pods throughout the district.
- Secret Garden-June 4th
 - Will replace Taste of Downtown
 - Not asking restaurants for donations
 - Board members will donate \$50 so that EDD can purchase gift certificates from restaurants for Secret Garden.
 - New Vision students have been calling other small business asking for donations.
- Alive After Five
 - We want to be able to do these for the community however it will depend on how many people are allowed to gather, to see if they will financially make sense.
- Elmira Street Painting Festival- July 17th-19th
 - Putting plans together

- Will most likely consist of pods in downtown instead of the street
 - We were approved for a Decentralization Grant for 4,000 for 10 artists to honor essential workers during festival.
- Wisner Market- Opens May 27th
 - We have 15 Vendors
 - 2 new vendors
 - Securing billboards for marketing Wisner Market
- Website
 - It has a new design that is more eye catching.
 - Katie took the lead on this with Brad Zehr (Thank you Katie)
- Main Street Grant
 - Finalizing the Technical Grant
 - Have a meeting set up to finalize the grant for the Carriage House
 - Did not receive grant for the Iazard Building
 - Two possible reasons for not being awarded
 - Open \$300,000 grant
 - Not Covid specific
 - Will reach out to see where the application fell short. Will provide more information once we get feedback.
- We are continuing with the Buy Now Shop There program
- Holiday Parade
 - We are meeting with the committee
 - This has not been official announced
 - Denise Allen had a press release ready for announcement
 - Where are we going to house these floats?
 - Pros vs Cons on whether we go with a new build or buy an existing building.
 - Will need a plan put together for a capital campaign for housing floats
 - Community Bank has donated \$10,000 towards capital campaign.
 - Adopt a Planter
 - We have 9 so far but need 40 more.
 - This helps to pay for our watering cost

The Meeting was adjourned by Kristina Cadwallder at 12:22

Respectfully submitted,

Desiree Lopenzo