**Elmira Downtown Development**

Minutes of May Meeting

**May 12, 2021**

Zoom Meeting -COVID

**Attendees**: Denise Allen, Kristina Cadwallader, Pam Brayton, Brent Stermer, Chris Giamichele, Courtney Woods, Liz Fennell, Emma Miran, Donna Tangorre, Tiffany Millerd, Jenifer Herrick, Janis Witchey, Adam Bunce, Chris Coletta, Mike Collins and Dan Mandell

**Absent:** Jennifer Swain, Chris Coletta, Xavier Mustico and Mike Mitchell,

**Action Items-**

Call to Order**:** Chris Coletta called the meeting to order at 12:02pm

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

Financials: We continue to be in a good financial position. There are anticipated extra cost with Wisner Market and possibly with other events due to Covid guidelines. March and April financials were motion to accept by Dan Mandell and seconded by Chris Giamichele.

Directors Report: A big thank you to Corning Credit Union and the successful Buy Here Shop There program. The program put $50, 000 into the small business. The businesses are grateful for the extra boost that the program has given them. Attended the NY business improvement zoom and they discussed best practices for large gathering events and the labor shortage.

**Holiday Parade**:

* Floats need a new home
  + The building the floats are currently in is in the early stages of negotiations in the sale of the building. Once the offer is excepted we have 30 days to move the floats.
  + Penn. Ave and State St. are dead ends for new building
  + 16 Floats
    - 50,000 square feet is needed
    - 12ft door
* Need to build two committees
  + Parade committee
    - Reach out to business to build parade
  + Building committee
    - Reach out to partners to adopt a float and house it as a temporary solution

**Downtown Clean-Up**:

* The event looked a little different this year
  + Had 8 separate pods instead of meeting in Wisner Park
  + We were able to hit areas that do not usually get a lot of attention
  + About 170 participants
* Thank you to Mike Collins for being the photographer
* Kiwanis support is huge, they showed up with many volunteers to help with drops and pick-ups

**Wisner Market**:

* Opening day is May 27th
* We are going to set up like last year for a couple weeks, then get with the health department to see if barricades and fences are still necessary. Covid guidelines are rapidly changing.
* Wisner Market Committee is to meet May 17th
  + Vendor applications
  + Posters and billboards are being developed
* Health Department may want to set up a vaccination clinic outside the perimeters of the Market.

**Alive After Five**:

* The Health Department would like us to do AA5
  + We will work on a safety plan to submit to Health Department
  + The first one is slated for June 18th
  + We will use Wisner Park for all AA5 this year

**Secret Garden**:

* Event is taking place on June 4th
* It is a catered event: Hill Top Inn, Turtle Leaf and ECTH
* This event will replace the Taste of Downtown and be our main fundraiser this year
* Sending invites out the week of May 17th
* $25 wine glasses will replace the basket raffles and silent auction
  + The goal is to sell 100

Elmira Street Painting Festival:

* The committee will be meeting the week of May 17th
* Pod concept- Pods spread out all through down town
  + This will help with crowed control
  + Wisner Park, Clemens Square, YWCA etc.
    - Only streets we want to close is by the YWCA for the kid’s area
    - Lake to Baldwin closed
* Chemung Chamber wants us to put together an art walk
  + Will be launched for the festival
  + It will be part of the regional art walk
  + Partner with Community Arts
* Two murals to be painted during the Festival
  + Southside Community Center
  + Underpass on the Southside by Aldi’s
    - Going in front of the Art commission to get approval

**Marketing**:

* Making a bigger presence on Social Media
  + Desiree is working on a Social Media Campaign
  + Cameron did a great job highlighting business during the Buy Here Shop There program
* Newsletter has a new format and we are working on building our subscribers list
* Website has gotten an upgrade and it will be continually updated
* Billboards and Travel Guides

**Adopt a Planter:**

* The flowers have been ordered
  + Wil be planted at the end of May, begging of June
* We have 13 adopted still have 31 available
* Helps with watering cost
  + If we have a hot July or August, it can get expensive

**Façade Improvement Program:**

* Two pending applications
* Working with a new business
* Meet with a new developer

**Main Street Grant:**

* CFA has announce
* Jim is not purchasing the Carriage House
  + Most likely will not be able to save grant
  + Will give it one last try

The Meeting was adjourned by Kristina Cadwallder at 12:32

Respectfully submitted,

Desiree Lopenzo