



Elmira Downtown Development, Inc.
400 E Church St.
Elmira, New York 14901

PH: 607.734.0341
www.elmiradowntown.com

MINUTES OF THE MEETING

EDD Board Meeting Minutes
Wednesday, April 12th, 2023

Patrick's
303 College Ave
Elmira, New York 14901

12:15 – 1PM

ATTENDEES: Kristina Cadwallader, Jennifer Herrick, Mike Collins, Mike Mitchell, Janis Witchey, Courtney Woods, Liz Fennell, Chris Colletta, Chris Giammichele, Emily Blauvelt

ABSENT: Emma Miran, Xavier Mustico, Dan Mandell, Courtney Shaw, Allison Duncan

STAFF: Kylene Kiah, Katie Flynn

CALL TO ORDER:

President, Kristina Cadwallader called the meeting of Elmira Downtown Development, Inc., to order at 12:15PM. Approval of EDD board minutes.

PRESIDENTS REPORT: President, Kristina Cadwallader welcomed new staff member Katie Flynn as Events Coordinator to Elmira Downtown Development

- **PARADE BUILDING,** Kristina Cadwallader

Tentatively available from ARP is 100,000, we currently have \$75,000 from the city, and \$10,000 from Community Bank. We need 50,000 to finish the project. The exec committee has decided to get an unsecured loan from Community Bank. Loan payments will be covered by capital campaigns and not included in the financial operating budget. With the money that we pay in rent in our multiple locations going towards the loan, this feels like the most practical solution. We're still waiting to hear a resounding yes from the ARP board which is anticipated to take from 4-6 weeks. So, we're at a standstill moving forward until we have that guarantee. Mike Mitchell reached out to Julian Raven to discuss the possibility of the Raven Building. Need to obtain the environmental's on that space.



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C. FINANCIALS, *Courtney Woods*: GLN has taken over our accounting so we're in an adjustment period as we meet with them to discuss how we like things formatted. Taste of Downtown profit from 2023 is anticipated to be in the \$7,000-\$9,000 range but will have a more concrete number once we meet with GLN. A great improvement compared to last year's \$3,000. The average money raised falls within the \$9,000-\$13,000 range.

EXECUTIVE DIRECTORS REPORT:

A. Discussed sponsorships and allocations totaling \$71,100.

B. Taste of Downtown

- Attributes success to variety of vendors, a new lively musician, implementing Zeffy QR code for ticketing, all appealing to a new/younger demographic as well as attendees from past events. Additionally, focusing a lot of advertising on social media platforms.

C. Alive After Five

- Working on finalizing the music line-up, social media advertising. Have the dates & locations set. Need more volunteers signed up.

D. Upcoming Events

1. Downtown cleanup May 13th 9:30am-12pm. Ordering the shirts this week as well as pushing for more sign-ups.
2. Wisner Market, June 1st – aligning the bands & contacting previous years vendors for participation.

River District Info, *Mike Collins*

Discussions pertaining strengthening relationship with the “River District” community to give them insight on the efforts being made by EDD. Making our next Executive Committee meeting in person and inviting Andrew from Copy Express. Ky asked Kyle to put a couple more benches & trash cans in the Downtown area.

ADJOURNMENT

A motion was made to adjourn at 12:52 PM, unanimously carried.
Respectfully submitted,

Katie Flynn