



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, June 14th, 2023

Chamber of Commerce
400 E Church St.
Elmira, NY 14901

12:15 – 1PM

ATTENDEES: Mike Collins, Janis Witchey, Courtney Woods, Liz Fennell, Chris Giammichele, Emily Blauvelt, Xavier Mustico, Courtney Shaw

ABSENT: Kristina Cadwallader, Jennifer Herrick, Mike Mitchell, Emma Miran, Dan Mandell, Chris Colletta, Jen Swain

STAFF: Kylene Kiah, Katie Flynn

CALL TO ORDER:

Vice President, Janis Witchey called the meeting of Elmira Downtown Development, Inc., to order at 12:02PM. Approval of EDD board minutes.

VP REPORT: Vice President, Janis Witchey announced we're not going to be able to vote on anything for lack of quorum. Welcomed visitor Andrew and Cait from Copy Express and expressed our intent on clarifying what EDD is responsible for so we can all keep our efforts streamlined.

- **Dialogue with Friends of River District, *Janis Witchey***

Explained to visitors that our mission is to continually enhance the environment of Elmira's Downtown District as well as improve the narrative as a Board of who Elmira is. We do this through a multitude of avenues but mainly Events. Our events drive awareness to the downtown area and bring opportunities to the businesses in the downtown area that traditionally wouldn't be there if not for our events. Additionally, EDD has oversight of our façade program and grant applications that improve that aesthetic of our downtown (gave the example of Teal's, façade of downtown grind). Janis explained a large misconception of EDD is our operating budget which is in fact very limited (around 130,000) and this includes having to pay employees out of and we manage to do quite a lot with a little with the restraints we have within our budget and personnel.



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Furthermore, we have complete transparency within our financials and after each meeting we post our financials so folks can see where the money is going. Janis opens the floor to Andrew to express in what areas they thought EDD was lacking & how he envisioned the partnership unfolding.

- **River District Business and Neighborhood Association, Andrew & Cait**

Andrew stated he and businesses felt the biggest issue with EDD is presence. Stated businesses have felt disconnected from EDD for the past five to ten years, EDD was operating but not always communicating what events/closures/or explaining to residents who to refer to. Cait expressed that she finds it difficult to know exactly what EDD does. Wants to find easier access to EDD's and the City's charter, annual report, and minutes. Suggested the River district can help with resources that are lacking that people need, mostly focusing on marketing and networking as they consider themselves a force multiplier. Would like to partner with EDD with the spread of information pertaining to our events & resources while also helping businesses in areas of event planning which may be more challenging such as insurance, flyers, press releases. The end goal is to increase efficiency and allocate folks to the correct resources.

Courtney Woods suggested a block captain program, where once a month a business owner is designated per block who then comes in and meets with the Executive Director who explains to this representative everything that EDD is working on that will affect them in the immediate future. This block captain/volunteer then goes back to every business on their block and passes out this information. Courtney suggested another meeting to get to the bottom of some frustrations from past tenure that Andrew confirmed by stating, "there's bad blood", so we can move forward cohesively as a group.

Chris Giammichele suggested the resources of the Chamber & Steg for business contact information. Additionally pointed out that while EDD may ask a little of business owners to throw these events, the return is enormous.

Mike Collins recommended getting EDD more involved in River District meetings, for those who attend meetings who are in the BID, they should refer to EDD and those who are outside the BID since they're not paying into it, can refer to the River District. If River District is looking to become a charter, not sure the downtown businesses will want to pay an additional fee.

C. FINANCIALS, Courtney Woods: Thanked the board and committee for everything they've done to get EDD to the point where we can go full steam ahead. The budget is delayed this year because we must figure out parade stuff to back into the budget. Will likely have that information by next board meeting. Where we are with financials year-to-date, we have some



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larger expenses due to the storage rental not being available. Our sponsorships are on par with years past. We've got some extra room in the budget because we didn't have to pay staff for a large portion of next year. We're hoping anything we have leftover can be allocated towards the parade budget. We got our first deposit at the end of May as part of our assessment so our operating expenses were just put in the account at the end of May so that's bumped up, but overall expenses are on par with last year if not down a little. Budget will be done within the next 30 days, and we'll be able to show a yearly comparison.

EXECUTIVE DIRECTORS REPORT:

A. 2023 Events

1. Wisner Market - off to a great start. Cancelled second date due to Air Quality.

2. Alive After Five:

6/16	Hill Top at Elm Chevy The Dunn Group Sponsor Night Performances by 40 Thieves/Big Foot
7/14	R3 Corning Credit Union Sponsor Night Bad Bear/Fright
7/28	Patrick's Visions Federal Credit Union Sponsor Night The Sweats/Suspect
8/11	Bernie Murrays The Dunn Group Sponsor Night Crazy for Days /Blue Eyed Soul
8/25	Rye Corning Credit Union Sponsor Night Variables/Black Bush
9/8	EDD @ Chemung Canal Chemung Canal Sponsor Night 3's A Crowd/Top Shelf
10/13 or 30	ILL Eagle TBD/ TBD



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3. Elmira Street Painting Festival July 15th and 16th- Planning underway! Main St and Water St.
We need volunteers!!!

B. Storage-

Everything in basement that is EDDs needs to go to our storage unit at the parking garage, however the unit there needs to be cleaned out to make room. We need volunteers on Friday the 23rd at 12pm.

ADJOURNMENT

A motion was made to adjourn at 1:08 PM, unanimously carried.

Respectfully submitted,

Katie Flynn