



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, August 9, 2023

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

**ATTENDEES:** Kristina Cadwallader, Chris Colleta, Liz Fennell, Chris Giammichele, Jennifer Herick, Xavier Mustico, Courtney Shaw, Jen Swain, Janis Witchey, Courtney Woods.

**ABSENT:** Emily Blauvelt, Mike Collins, Dan Mandell, Emma Miran, Mike Mitchell

**STAFF:** Kylene Kiah, Debbie Knoll

### **CALL TO ORDER:**

President, Kristina Cadwallader called the meeting of Elmira Downtown Development, Inc., to order at 12:02PM. Approval of June 2023 EDD board minutes. Motion made by Janis Witchey, 2<sup>nd</sup> by Chris Giammichele.

**FINANCIALS:** *Courtney Woods:* Will receive second assessment funds in September. 2024 Budget meeting changed from September to October. Changed accountants from Hoffman in Ithaca to GLN in Elmira. Will present 2024 budget in October. Events went well. Overall, P & L for July is in line with the budget. Operating account is still healthy. Our big red flags are the parade and building. We are working with the city on the building. Should we buy or rent. GLN applied for Employment Retention Tax Grant. Motion to accept report made by Jennifer Herrick, 2<sup>nd</sup> by Chris Colletta.

**EXECUTIVE DIRECTORS REPORT:** *Kylene Kiah:* Alive After Five is doing well. We have three remaining: Bernie Murray's, Rye Bar, and last one at Chemung Canal, our presenting sponsor. The Street Painting Festival looks negative but with the Taste of Downtown it leveled out. We used E-marketing for banners and billboards. Still working on the New York Main Street grant for purchasing the building on Baldwin St. We are working with the City to purchase the property on Dickinson St. to build the pole barn for EDD storage and parade storage. Would like to have it built before the parade this year. Builders said it would only take a week. Need approval at the next City Council meeting on August 28<sup>th</sup> and then it will need to go to the Planning and Zoning Boards.



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*Courtney Shaw* stated a lot of people bring their own beer / alcohol to Alive After Five. Perhaps we should have security at the events to roam.

*Chris Colletta:* we used to have security at AA5 events. It costs \$400 to \$500 per event.

*Jennifer Herrick* states AA5 is marketed as a family friendly event. I will look into a moderator for the Strategic Plan and tie it in with the October meeting. We need to promote downtown businesses more.

*Janis Witchey* recommends the need to communicate that AA5 is a smoke free event or had a designated smoking area. Perhaps we can include info on a smoking area in the application. Roll out the strategic plan at our annual meeting.

*Kristina Cadwallader:* Would be better to address the strategic plan and moderator the beginning of next year.

**NEXT MEETING:** October 11, 2023

**ADJOURNMENT:** A motion to adjourn was made by Chris Colletta at 12:32PM, 2nd by Chris Giammichele.

Respectfully submitted,

Debbie Knoll