



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, October 11, 2023

Chemung Country Chamber of Commerce (Basement)  
400 East Church Street  
Elmira, NY 14901

**ATTENDEES:** Kristina Cadwallader, Courtney Woods, Liz Fennell, Mike Collins, Mike, Mitchell, Jenn Herrick-McGonigal, Chris Coletta, Emily Blauvelt, Emma Miran

**ABSENT:** Janis Witchey, Chris Giammichele, Xavier Mustico, Jen Swain, Courtney Shaw, Dan Mandell

**STAFF:** Kylene Kiah

### **CALL TO ORDER:**

President, Kristina Cadwallader called the meeting of Elmira Downtown Development, Inc., to order at 12:08PM. Approval of September 2023 EDD board minutes. Motion made by Chris Colletta, 2<sup>nd</sup> by Jenn Herrick-McGonigal.

**FINANCIALS:** *Courtney Woods:* September Financials - We have received 2<sup>nd</sup> half of the special tax assessment. September financials reflect two rent payments because of the billing cycle. Debits were also made to pay Sunset Landscaping for cleanup and planting of flowers in Clemens Square, as well as, food vendors at Wisner Market. Payroll continues to be down YTD as we have not had a consistent person in the Events Coordinator role. Decisions on the 2023 Fund Balance will be made in Q1 2024 following final discussions on the parade building. Motion to accept report made by Chris Coletta, 2<sup>nd</sup> by Liz Fennell.

2024 Budget Review – Special tax assessment will increase for 2024 due to NYS equalization rates. Despite increase to assessment budget will remain in line with 2023. Personnel and payroll will be up as EDD will move to using a temp employment agency to keep a consistent coverage in the Events Coordinator role. Once an acceptable candidate has completed a probationary period, they will have the opportunity to be hired on a long-term basis. Web hosting expenses are down as a new content creator/web designer will be utilized. Professional fees are up as accounting services were moved to GLN. Prior accountant was in Ithaca, so move to GLN keeps the money in the BID. Motion to accept report made by Mike Mitchell, 2<sup>nd</sup> by Jenn Herrick-McGonigal.

**EXECUTIVE DIRECTORS REPORT:** *Kylene Kiah;* Last AA5 will be 10/20/23 at Ill Eagle - \$5 cover charge, option to purchase \$5 cup and receive \$5 drafts. Trunk or Treat will be on 10/27/23 from 6-7:30pm. There will be 25 cars participating as well as the historic popcorn truck



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and Kool Treats Ice Cream. Tree Lighting in Wisner Park is scheduled for 11/21/23 from 5:30-6:30pm. Downtown Elmira Holiday Parade will be 11/24/23 at 10am. First costume fitting is complete and more are scheduled. This is the 65<sup>th</sup> year. EDD is still working with the City of Elmira and attorney Steve Agan to finalize plans for the parade float building in 2024. CDBG Signage Façade and Green Streets is continuing to receive applicants. EDD is currently in the process of working with Knapps School of Music and Elm Chevrolet on this. EDD will again work with Cornell Cooperative Extension for 2024 Wisner Market utilizing the Farmers Market Resiliency Grant Program. FLX Gives is scheduled for 11/16/23-11/17/23; Long Run Communications will assist EDD on this. Kylene attended a conference with the Corning Foundation on how to build up and engage the board. EDD Board will revisit this and work together with a strategic planner in 2024 on the vision of EDD and how the board can assist moving forward.

**NEXT MEETING:** Executive Committee November 20<sup>th</sup> at 4:30pm at 400 East Church Street.  
Board Meeting: Next one will be the Annual Meeting.

**ADJOURNMENT:** A motion to adjourn was made at 1:03pm by Chris Coletta, 2nd by Mike Mitchell.

Respectfully submitted,

Liz Fennell