



## **Minutes of the Meeting:**

### **Elmira Downtown Development Annual Meeting Minutes**

**Date:**02/07/24

**Time:** 5:00pm

**Location:** Meg's Cheeseboards, 210 W. Water Elmira NY 14901

**Staff:** Kylene Kiah, Nakeya Young

**Board of Directors:** Janis Witchey, Courtney Shaw, Courtney Woods, Kristina Cadwallader, , Christopher Coletta, Mike Collins, Christopher Giammichele, Xavier Mustico, Emily Blauvelt, Emma Miran.

Absent: Liz Everett, Micheal Mitchell, Mayor Daniel Mandell.

**2024 New members were present:** A'don Allen, Ben Fleischman, Dion Brown, Jessica Balmer, Larry Parker, Nick Difasi.

## **Call to Order:**

Kristina Cadwallader called the meeting of Elmira Downtown Development, Inc. to order at 5:15pm. Approval of 2023 Annual Meeting minutes: Motion approved by Mike Collins 2<sup>nd</sup> by Christopher Coletta.

## **Financials:** Janis Witchey

- Due to our NYS Equalization rate, we saw an increase in our tax assessment.

Motion to accept report made by Courtney Woods, 2<sup>nd</sup> by Christopher Giammichele.

## **Election of Officers for 3-year term:**

### **A. Property Owners:**

- A'don Allen III, YWCA
- Nick Difasi, ILL Eagle

- Benjamin Fleischman, STEG/IDA/Arena
- Motion accepted by Janis Witchey, 2<sup>nd</sup> by Nick Difasi

**B. Commercial Tenant:**

- Jessica Balmer, Perry & Carroll
- Motion accepted by Christopher Coletta 2<sup>nd</sup> by Jessica Balmer

**C. Residential Tenant:**

- Dion Browne
- Motion accepted by Mike Collins, 2<sup>nd</sup> by Christopher Giammichele

**D. Community Partner:**

- Larry Parker, Elmira College
- Motion accepted by Courtney Woods, 2<sup>nd</sup> by Mike Collins

**E. Appointed by City of Elmira:**

- Corey Cooke, 2<sup>nd</sup> District Council Member

**Election of Executive Committee- Approved by 2024 Board of Directors:**

- A. Janis Witchey, Empower Federal Credit Union, President
- B. Courtney Shaw, Community Bank, N.A., Vice President
- C. Courtney Woods, ServU Federal Credit Union, Treasurer
- D. Elizabeth Everett, Fennell Industries, Secretary
- E. Kristina Cadwallader, Hillard Corporation, Past President

Motion approved by Jessica Balmer, 2<sup>nd</sup> Emily Blauvelt

**Executive Director Report**

- Kylene Kiah - Executive Director of Elmira Downtown Development, designed a new Elmira Downtown Development logo, selected brand colors, created a sponsorship booklet with these new logos and colors that is a comprehensive culmination of annual event descriptions and sponsorship needs, rack cards, etc. for fresh look, fresh perspective.

- Release of Corning/Elmira guide for community promotion with high distribution and collaboration benefits.
- Release of Gus Macker Tournament – nationally recognized 3-on-3 basketball tournament for tiered ages in collaboration with Corning Gaffer District.
- New York Main Street: Elmira Downtown Development works as a grant administrator for targeted areas. Since 2007, the downtown district received nine (9) New York Main Street Grants in the amount of 1.8 million dollars. This year EDD received a \$354,000 grant through New York Main Street to begin restoration of 201 Baldwin Street. Elmira Downtown Development will continue to partner with the City of Elmira and STEG to seek grant opportunities for economic development projects within the downtown district.
  
- Beautification: Operation Green Streets Initiative: Services Delivered: collect litter and debris, provided weeding and maintenance service to over fifty flower plants and green space. Coordination with a local landscaper who assists with the watering of the flower planter in the spring/summer months. Purchased annual flowers for the planters and winter greens.
  - o Also weeded and cleaned Clemens Square and The Walking Bridge.
  - o Purchased 12 new wreaths for the holiday lighting downtown.
  - o Would like to look into Community Bulletin Board in Wisner
- Signage and Façade: Allocates funding for aesthetic and physical improvements to properties and businesses located in the downtown district. The revitalization of a commercial district often begins with improvements to a single building or storefront. Even simple changes such as the removal of non-historic materials, repairs or a new paint job that calls attention to the buildings original architectural details signal positive change and often stimulate similar improvements neighboring buildings. The Façade/signage Improvement Program has been instrumental in assisting property owners with these types of projects by offering to cover a percentage of the cost for improvements. (Bella Denti Whitening and Riverside Suites on Water St.)

**Adjournment:** A motion was made to adjourn by Christopher Coletta at 5:40pm, 2<sup>nd</sup> by Courtney Woods.

Respectfully submitted,

Nakeya Young