



MINUTES OF THE MEETING

EDD Board Meeting Minutes

Wednesday, March 27, 2024

210 West Water Street

Elmira, NY 14901

ATTENDEES: Kristina Cadwallader, Jessica Balmer, Courtney Woods, Chris Coletta, Chris Giammichele, Courtney Shaw, Liz Fennell, Mike Mitchell, Emily Blauvelt, Dion Brown, Ben Fleishman, Larry Parker

ABSENT: Mike Collins, Janis Witchey, Xavier Mustico, Dan Mandell, Corey Cooke, A'Don Allen, Emma Miran, Nick Difasi

STAFF: Kylene Kiah, April Peris

CALL TO ORDER:

Past President, Kristina Cadwallader called the meeting of Elmira Downtown Development, Inc., to order at 12:05pm. Approval of January 2024 EDD board minutes. Motion made by Mike Mitchell, 2nd by Chris Colletta.

FINANCIALS: *Courtney Woods:* February Financials – spending is high with upcoming events, overhead, and advertising. Income from events is starting to come in to offset the spending. First Alive After Five of the season at the First Arena was a success, with over 600 attendees. General Ledger funds are allocated to advertising for Explore Elmira Guide Book. A Room Tax Grant, if awarded, will cover most of the cost, as will income from future events.

Motion to accept report made by Chris Coletta, 2nd by Chris Giammichele.

EXECUTIVE DIRECTORS REPORT: *Kylene Kiah;* Taste of Downtown is 03/28/2024 at Empire Sports of the Southern Tier, 120 tickets sold online so far, with an expectation of 100+ tickets sold at the door at the event. This year's event is at a bigger location with a better layout. The Explore Elmira Guide Book will be a focus in April, with application to the Room Tax grant for funding. A Strategic Planning workshop is scheduled for April 17th 2024 from 2-4pm. Stakeholder invites have been sent out. The second workshop is scheduled for May 15th for three hours. Connecting with Deb Sullivan, parade coordinator, to start construction for parade float building on Dickinson St. We have the grants, we just need to get everything situated with the City. The Community Bank sponsorship is ending in 2024; new sponsors need to be secured. The

Street Painting Festival is scheduled for June 8th & 9th. The forms to sign up are live on the EDD website. The Women's Mixer on 03/26/2024 at Ill Eagle was a success, and sponsorships will be explored for future events. A Solar Eclipse luncheon scheduled for April 8th, 2024 at Ill Eagle. Alive After Five structure is needed for events, as well as a discussion of transitioning to rotating bars. Wisner Market planning will be a focus after the Taste of Downtown is wrapped up.

NEXT MEETING: Board of Directors May 15th at 12:00pm at 210 West Water Street.

ADJOURNMENT: A motion to adjourn was made at 12:29pm by Courtney Woods, 2nd by Chris Colletta

Respectfully submitted,

April Peris