



MINUTES OF THE MEETING

EDD Board Meeting Minutes

Wednesday, September 18, 2024

Steele Memorial Library Conference Room

101 E. Church St.

Elmira, NY 14901

ATTENDEES: Courtney Shaw, Chris Giammichele, Mike Mitchell, Xavier Mustico, Ben Fleishman, Dion Brown, Liz Fennell, Emma Miran, A'Don Allen, Emily Blauvelt, Nick Difasi, Courtney Woods

ABSENT: Janis Witchey, Kristina Cadwallader, Chris Coletta, Corey Cooke, Dan Mandell, Larry Parker, Jessica Balmer, Mike Collins

STAFF: Kylene Kiah, April Peris

CALL TO ORDER:

Courtney Shaw (*presenting for Janis Witchey*) called the meeting of Elmira Downtown Development, Inc., to order at 12:07 pm. Approval of July 2024 EDD board minutes. Motion made by Courtney Woods, 2nd by Mike Mitchell.

Courtney Shaw made an announcement regarding social media. As we continue to engage with our community and promote our initiatives, I want to emphasize the importance of being cautious with our social media presence. It's essential that we remain aligned in our messaging to protect our organization's reputation and relationships with our sponsors. Any missteps on social media could jeopardize our partnerships and the valuable support we receive. Let's work together to ensure our posts reflect our values and maintain the trust of our sponsors and the community.

FINANCIALS: *Courney Woods:* Courtney reviewed how EDD is funded for the newer board members. \$164,000 is received from tax assessments, which covers overhead costs, such as employee compensation, rent, utilities, etc. Funding in 2023 was higher than in years past. The financial benefit of spending money on the parade building was discussed. Increasing reserve funding needs to be a focus to cover the potential of lowered tax assessment funding and unexpected costs. Looking to increase funding through sponsorships so EDD is not reliant on tax assessments. Funds spent so far in 2024 are on track, with no concerns noted.

EXECUTIVE DIRECTORS REPORT: *Kylene Kiah:* Parade building is ready for construction. EDD will rent parade storage areas for October 2024 as a precautionary measure. A groundbreaking or ribbon cutting ceremony will be planned, with details to be determined. Community Bank has pledged parade sponsorship of \$10k for three years, totaling \$30k. The new building will allow for all floats to be housed in the same place, which minimizes damages and repairs needed. Parade committee will need new members very soon.

Wisner Market was profitable this season. The Gaffer District has expressed interest in partnering with EDD for 2025 season; Wisner Market would need to change to Wednesday and would see an increase in vendors. Kylene and April will canvas the community and vendors for feedback on changing days and report back to the Executive Team for further discussion.

Secret Garden planning is underway. The menu has been chosen and tickets are now available.

Trunk or Treat, Spooky, Tree Lighting, and Parade preparations are beginning.

Alive After 5 went well this season, with a few concerns to address for next season, such as security and people bringing their own alcohol. Discussion on security and the host election process will be held later.

NEXT MEETING: Board of Directors, Wednesday, November 20th via online.

ADJOURNMENT: A motion to adjourn was made at 12:46 pm by Courtney Shaw, 2nd by Courtney Woods

Respectfully submitted,

April Peris