

RESUMES for key personnel

Roger (Rod) Rotondi (full resume attached separately)

- Experienced food industry professional: commercial kitchen operator, 20+ years in the food industry, built nationwide packaged food brand, owned multiple restaurants, catering and media ventures. Experienced in branding, distribution and kitchen management.
- Award-winning chef: extensive experience in product formulation, concept to shelf, and culinary education.
- Economic development professional: over a decade working for the United Nations Development program and private voluntary organizations.
- Professionally trained: Graduate of Boston College and The Fletcher School of Law and Diplomacy with a focus on economic development.

Thomas Knipe has served as Deputy Director for Economic Development for the City of Ithaca for the past five years. Prior to this, he served as Director of the Tompkins County Tourism Program for 8 years. He holds a Masters in Regional Planning from Cornell University and has expertise in community development, economic development, land-use planning, transportation planning, comprehensive planning, real estate development, organizational leadership and management, marketing, budgeting, fundraising, grant administration and community relations. In his City role, he has developed extensive new economic development programming with a particular emphasis on business retention and expansion, and small business development and finance. He helped develop the Tompkins County Economic Recovery Strategy with IAED and has successfully steered ARPA funding to recovery projects. He has led the City's efforts to develop a new 50,000 sq. ft. conference center in Downtown Ithaca, which is slated to open in early 2024. As Director of the Tompkins County Tourism Program, he oversaw a budget of \$2.5 million in annual room tax revenues and developed programs and strategic initiatives to invest those funds in tourism marketing and product development to enhance local economic development and quality of life, guided by robust strategic planning and a high degree of collaboration with community partners, elected officials, citizens, and stakeholders.

Monika Roth - Ms Roth is President Friends of the Ithaca Farmers Market and was involved in formation of this non-profit affiliate of the Ithaca Farmers Market (since Fall 2020). In her role as the Agriculture Program Leader for Cornell Cooperative Extension of Tompkins County (retired 2018) she was part of many local initiatives to strengthen the local food and agriculture economy including long time support for the Ithaca Farmers Market, promoting agri-culinary tourism, and through the Tompkins County Food Policy Council - engaging in development of a countywide food system plan, as well as, regional and national initiatives to promote farmer to consumer direct marketing. For the TCAD (now IAED) 2016 study to assess food business needs, Ms. Roth coordinated food industry focus groups to elicit needs reflected in that study. She has worked closely with the Cornell Food Venture Center to offer education programming and technical assistance to food entrepreneurs, and was part of past initiatives to identify and develop kitchen space. The Friends of the Ithaca Farmers Market has an interest in a Shared Kitchen Incubator because many food entrepreneurs start out at IFM and because these new business owners are often women, immigrants, and people of color in need of start-up support.

Dominick Reckio serves as a board member of the Friends of the Ithaca Farmers Market. He is employed as the Communications Director for Tompkins County, where he is responsible for public

information and communications efforts across the County's nearly 30 departments. In addition to his service on the Friends Board, Dominick serves on the boards of the United Way of Tompkins County, the Tompkins County Public Library Foundation, and as the President of the Center for Transformative Action Board of Directors. Prior to his role at Tompkins County, he advised and supported local businesses at the Tompkins Chamber.

Jan Rhodes Norman is a longtime Ithaca Businesswoman operating Silk Oak clothing business and the Ithacemade retail store. She is a long serving member on the Boards of Greenstar Cooperative Market and the Ithaca Farmers Market, and in both cases has served in the role of Board President. Currently she is also on the Friends of the Ithaca Farmers Market Board and was a founding member. She is the Executive Director of Local First Ithaca, a not-for-profit organization dedicated to local business promotion. And she has been a longtime advocate for development of a shared incubator kitchen in Ithaca.

ROD ROTONDI

314 ITHACA RD., ITHACA, NY 14850

310 699 7205

rodrotondi1@gmail.com

Skills Summary

- plant-based cheese and food formulation
- experienced leader in the Natural Foods Industry
- restaurant/food production management/team leader
- concept to market
- project management

Experience

Cultured Creamery, LLC

Le Fromager, 2020

Founder, CEO and Executive Chef at pioneering plant-based cheese, chocolate and ferment company in Santa Monica, CA.

Leaf Cuisine, LLC

Chief Leaf, 2004 – 2020

Founder, CEO and Executive Chef at pioneering plant-based packaged foods company. Also established and managed three plant-based restaurants in Los Angeles from 2004 – 2013. Sold packaged foods to Whole Foods Market and others in multiple regions from 2006 – Current. Set up organic, non-GMO and vegan certifications. Designed package graphics. Managed relationships with UNFI, KeHE, Tony's and other distributors. Oversaw production facility, marketing, trade shows, promotions, brokers, and fund-raising.

Juliano's Raw Restaurant, Santa Monica

Restaurant General Manager, 2003 – 2004

Lead role in opening and running popular vegan fine dining restaurant. Helped create menu, planned layout, obtained licenses, hired fired and scheduled staff, oversaw cash control. Responsible for forecasting, budgeting, purchasing and marketing.

Rod's Wrap & Juice Bar, Marblehead, MA

Founder, head chef and bottle washer, 2000 - 2001

Founded small raw, vegan and organic restaurant in downtown Marblehead, MA. Created concept for a vegan sandwich, salad and smoothie shop. Won prestigious "Taste of Marblehead Culinary Competition in 2001.

Club Red Divers, Sinai, Egypt

Founder, CEO and Head Diving Instructor, 1995 – 2000

Founded and grew diving resort with 100+ rooms, PADI 5 Star Diving Center, restaurant and Desert Adventure Center.

United Nations Development Program-

Program Management Officer – Jerusalem, 1989 – 1995

Worked with local institutions to identify, plan, fund, execute and evaluate economic and social development.

Catholic Relief Services (CRS)

Private Projects Manager – Tunisia, 1987-1988

Managed a wide variety of grass roots development projects in mostly rural areas of Tunisia including agricultural, cooperative and income generating projects.

Education

Master of Arts in Law and Diplomacy, Fletcher School of Law and Diplomacy, Tufts University, 1986. International Economics specialty.

Bachelor of Arts, Boston College, 1983. Double major: economics and history -Honors Society.

High School Diploma, Swampscott High School. 1979

Other Accomplishments

Author: "Raw Food for Real People" published by New World Library in 2008.

DVD: "Raw Food for Real People" published in 2009.

Friends of IFM 2023 Board of Directors

2023 Friends of the Ithaca Farmers Market Board of Directors – as of Jan. 26, 2023

Jan Norman – IFM Board member/past President, owner Ithacamide and Silk Oak

Phone: 607-592-4424 Email: ithacamide@gmail.com

455 N. Aurora St. Ithaca, NY 14850

Term ends 12/2025 (Board Liaison)

Christi Sobel – Artist, Market vendor

Phone: 607-279-1559 Email: christi@christisobel.com

43 N. Landon Rd. Ithaca, NY 14850

Term ends 12/2024

Nancy Crane – Artist, Market vendor Captivating Clay Creations

Phone: 607-342-8611 Email: captivatingclaycreations@yahoo.com

215 Ridgedale Rd. Ithaca, NY 14850

Term ends 12/25

Adrienne Lamb – Market employee with Mojo's Sauce LLC

631-332-4172 Email: adriennelamb@gmail.com

465 VanBuskirk Gulf Rd. Newfield, NY 14867

Term ends 12/24

Monika Roth – retired Agriculture Extension Educator, long time Market advisor

Phone: 607-216-2077 Email: mr55@cornell.edu

111 Worth St. Ithaca, NY 14850

Term ends 12/2023

Dominick Reccio – Communications Director, Tompkins County Government

Phone: 315-730-1189 Email: dreccio@tompkins-co.org

210 S. Albany St. Ithaca, NY 14850

Term ends 12/2024

Barbara Knuth – Professor, Cornell Natural Resources and the Environment

Phone: 607-244-4895 Email: bak3@cornell.edu

Term ends 12/2023

Barbara Eden – community non-profit work and volunteer experience

Phone: 607-592-8646 Email: beb1@cornell.edu

147 N. Sunset Rd. Ithaca, NY 14850

Term ends 12/2025

Jennifer Wilkins - University teaching and curriculum development in food policy, nutrition education and community nutrition

Phone: 607-227-7259 Email: jlw15@cornell.edu

115 Orchard Place Ithaca, NY 14850

Term ends 12/2025

Program Materials

Shared Kitchen Incubator Feasibility Study –

<http://www.cityofithaca.org/760/Economic-Development-Projects>



CITY OF ITHACA
108 E. Green St. — Third Floor Ithaca, NY 14850-5690

DEPARTMENT OF PLANNING AND DEVELOPMENT

Lisa Nicholas, Director

Planning & Development – 607-274-6550

E-Mail: dgrunder@cityofithaca.org

Community Development/IURA – 607-274-6565

January 31, 2023

Ithaca Urban Renewal Agency
c/o Charles Pyott, cpyott@cityofithaca.org

Dear IURA Neighborhood Investment Committee and Board of Directors,

I am pleased to write in support of the Friends of Ithaca Farmer's Markets application for funding to support micro-enterprise development within the Shared Kitchen Ithaca project.

Over the past year, the City has been working with the Downtown Ithaca Alliance, Rev, and Ithaca Area Economic Development on a small scale manufacturing (SSM) initiative. Using City ARPA funding, soon we will be launching a "Made in Ithaca" brand and storytelling campaign and targeted grant program to support SSM businesses, including local food manufacturers. Last winter, somewhat unexpectedly, our work came to include an exploration of the feasibility of establishing a shared commercial kitchen facility to support food product businesses. That's when we met Rod Rotondi and learned that the former GreenStar commissary kitchen on Ithaca's West End was potentially available. The stars became aligned to take a serious look at this need and opportunity.

I have worked over the past 10 months with the kitchen project team on the feasibility study referenced in the application. The IURA contributed \$5,000 towards the study and the lead author, Rod Rotondi, donated hundreds of additional hours of pro-bono consultation. We began the study hoping to get answers to two major questions: 1) "Is there unmet demand for a shared commercial kitchen facility in Ithaca and Tompkins County?", and 2) "Would it work financially?"

The study methodology was conservative, rigorous, and extremely in-depth and the answers to these questions are a clear and resounding "yes", and "yes". Separate funding requests to private and public investors are underway and we are hopeful that we will be able to open the facility this year.

The additional funding from the IURA that is the subject of this request will ensure that the project serves LMI micro-enterprises in the City of Ithaca. Based on the extensive research that we performed through the needs assessment survey and discussions with business owners and economic development service providers that serve candidate businesses, including the SBDC, Alternatives Impact and Tompkins Chamber, I am confident that there are many LMI micro-enterprises who are candidates for this aid.

I am committed to working to ensure the success of this project. Thank you for giving this request your highest consideration.

Sincerely,

Thomas R. Knipe, Deputy Director for Economic Development