

**Tompkins County Strategic Tourism Planning Board (STPB)
Meeting Minutes – January 2016**

1 **Date:** February 17, 2016
 2 **Time:** 3:00-4:30pm
 3 **Location:** CVB
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Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Christy Agnese	✓	Ithaca College
Ian Golden	✓	Recreation	Sue Perlgut	✓	Arts-Culture
Ethan Ash	✓	Arts-Culture	Josh Friedman	E	Arts-Culture
John Gutenberger	✓	Cornell	<i>John Spence</i>	✓	<i>CAP, Non-Voting</i>
Lynnette Scofield	✓	Lodging	<i>Dwight Mengel</i>	A	<i>Transportation, Non-Voting</i>
Kelli Cartmill	✓	Lodging	<i>Gary Ferguson</i>	✓	<i>DIA, Non-Voting</i>
Rita Rosenberg	✓	Agriculture	<i>Jennifer Tavares</i>	✓	<i>Chamber, Non-Voting</i>
David Blake	✓	At-Large	<i>Martha Armstrong</i>	✓	<i>TCAD, Non-Voting</i>
Andy Zepp	✓	At-Large	<i>Mike Sigler</i>		<i>TC Legislature, Non-Voting</i>
Stephen Nunley	✓	At-Large	<i>Beverly Baker</i>		<i>Associate Member</i>
Steve Hugo	✓	At-Large	<i>Carol Kammen</i>		<i>Associate Member</i>
Ken Jupiter	✓	At-Large	<i>Jon Reis</i>		<i>Associate Member</i>
Mike Mellor	✓	At-Large	Tom Knipe	✓	Staff
Anne Gossen	✓	Arts-Culture	Jennifer Turner	E	Staff
Sue Stafford	✓	TC3			

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9 **Also in attendance:** Ronda Roaring, Sarah Imes, Jodi LaPierre, Kristy Mitchell

10 **Meeting Agenda**

- 11 January STPB Meeting Minutes
 12 Privilege of the Floor
 13 Chair's REPORT – Anne Gossen
 14 2016 STPB Goals
 15 Staff REPORT – Tom Knipe
 16 Heritage Tourism Implementation Plan – Anne Gossen
 17 P&E: "Thresholds for More Thorough Review" – Ken Jupiter
 18 CVB 2015 Annual Report and 2016 Work Program
 19 Beautification, Signage and Public Art Strategic Plan Draft – Jennifer Tavares
 20 Announcements
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23 **The meeting was called to order at 3:00 PM.**

24 **January 2016 STPB meeting minutes were approved with no changes.**

25 **Privilege of the Floor** – no speakers.

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 27 **Chair's Report** – As part of her chair's report, Anne Gossen shared the 2016 schedule of proposed STPB meeting topics.

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 29 **2016 STPB Goals** – The board discussed the proposed 2016 STPB goals which were provided in the agenda packet. A member made a proposal to make one of the possible 2017 goals an annual/ongoing exercise, namely to "critically examine the tourism program policy of long-term vs. short-term projects, infrastructure vs. events, and encouraging additional time for visitors already coming vs. bringing in new visitors", which was met with agreement. The 2016 STPB goals were adopted by unanimous voice vote.
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32 **Staff Report** – Tom Knipe gave a brief staff report.

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 34 **Heritage Tourism Implementation Plan** – Anne Gossen thanked those involved in helping develop the Heritage Tourism Implementation Plan and spoke about a handful of substantive changes to that were
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42 made to the plan based on public comments that were received. The plan was adopted by unanimous voice
43 vote and is available on the strategic tourism planning page of the tourism program website:
44 <http://www.tompkinscountyny.gov/tourism/tourism/plan>

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46 **Arts and Culture Organizational Development Grants** – ACOD grant recommendations were sent to the
47 STPB via email on 2/16 and were added to the agenda by the Chair. John Spence described the review
48 process and reported on the panel recommendations, which are included as part of these meeting minutes.
49 The recommendations were forwarded without modification to the Legislature by unanimous voice vote in
50 favor, with Stephen Nunley and Sue Perlgut abstaining.

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52 **P&E: “Thresholds for More Thorough Review”** – Ken Jupiter summarized the Planning and Evaluation
53 Committee recommendations re: “Thresholds for More Thorough Review” which focused on management of
54 risk in our room tax investments and which were provided in the February meeting agenda packet. In
55 addition to several members expressing agreement with the proposed measures, and requests to “please
56 implement” them, there was also a request by a board member to have the P&E Committee pursue a
57 holistic evaluation of past grant investments. The agreements presented in the document were approved by
58 the full board by unanimous voice vote.

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60 **CVB 2015 Annual Report and 2016 Work Program** – Jennifer Tavares, Sarah Imes, Jodi LaPierre, and
61 Kristy Mitchell presented the CVB 2015 Annual report and 2016 work program, which had also been
62 provided in the agenda packet, and several board members asked follow up questions.

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64 **Beautification, Signage and Public Art Strategic Plan Draft** – An executive summary of the draft
65 Beautification, Signage and Public Art Strategic Plan was included in the agenda packet. Jennifer Tavares
66 encouraged STPB members to view the full plan (sent shortly after the meeting), and to provide comments
67 on it. STPB members will receive a full presentation of a final draft of the plan at the March 2016 STPB
68 meeting.

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70 **Announcements** - Members made several announcements.

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72 With no further business, the meeting adjourned at 4:30pm.

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74 Respectfully Submitted,
75 Tom Knipe
76 Tompkins County Planning Department

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78 **Next Meeting Scheduled**
79 March 16, 2016

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