

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

1 **Date:** March 16, 2016
 2 **Time:** 3:00-4:30pm
 3 **Location:** CVB
 4
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Attendees:

Name	✓	Representation		Name	✓	Representation	
Anne Kellerman	✓	At-Large		Sue Perlgut	✓	Arts-Culture	
Ian Golden	✓	Recreation		Josh Friedman	E	Arts-Culture	
Ethan Ash	✓	Arts-Culture		<i>John Spence</i>	✓	<i>CAP, Non-Voting</i>	
John Gutenberger	✓	Cornell		<i>Dwight Mengel</i>	A	<i>Transportation, Non-Voting</i>	
Lynnette Scofield	✓	Lodging		<i>Gary Ferguson</i>	✓	<i>DIA, Non-Voting</i>	
Kelli Cartmill	✓	Lodging		<i>Jennifer Tavares</i>	✓	<i>Chamber, Non-Voting</i>	
Rita Rosenberg	✓	Agriculture		<i>Martha Armstrong</i>	✓	<i>TCAD, Non-Voting</i>	
David Blake	✓	At-Large		<i>Mike Sigler</i>	E	<i>TC Legislature, Non-Voting</i>	
Andy Zepp	✓	At-Large		<i>Beverly Baker</i>		<i>Associate Member</i>	
Stephen Nunley	✓	At-Large		<i>Carol Kammen</i>		<i>Associate Member</i>	
Steve Hugo	✓	At-Large		<i>Jon Reis</i>	✓	<i>Associate Member</i>	
Ken Jupiter	E	At-Large		Tom Knipe	✓	Staff	
Mike Mellor	✓	At-Large		Jennifer Turner	✓	Staff	
Anne Gossen	✓	Arts-Culture	7				
Sue Stafford	A	TC3	8				

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10 **Also in attendance:** Dan Klein, Tompkins County Legislator, Chrys Gardener, CCETC

11
 12 **Meeting Agenda**

- 13 February STPB Meeting Minutes
 14 Privilege of the Floor
 15 Chair's REPORT – Anne Gossen
 16 Nominating Committee – Vote to Appoint 2016 Nominating Committee
 17 Staff REPORT – Tom Knipe
 18 CVB Monthly Report – Jennifer Tavares
 19 Beautification, Signage, and Public Art Strategic Plan – Jennifer Tavares
 20 Spring 2016 Tourism Grants - Mike Mellor
 21 Spring 2016 Community Celebrations Grants – Sue Perlgut
 22 Announcements

23
 24 **The meeting was called to order** at 3:03 PM.

25
 26 **February 2016 STPB meeting minutes were approved** with no changes.

27
 28 **Privilege of the Floor** – Dan Klein, Tompkins County Legislator, commented on several aspects of the
 29 draft Beautification, Signage and Public Art Strategic Plan, and requested that his written comments be
 30 forwarded to the STPB.

31
 32 **Chair's Report** – Anne Gossen provided a brief report, and expressed her gratitude to members of the
 33 STPB.

34
 35 **Agritourism Update** – Ethan Ash provided an update his committee's successful efforts with Agritourism
 36 workshop at Coltivare. A draft Strategic plan is slated for May, with ongoing plans for farm assessments,
 37 strategy planning, and marketing and P&R.

38
 39 **Nominating Committee** – David Blake made the motion to recommend Ethan Ash, Sue Perlgut, and
 40 Lynnette Scofield as the 2016 Nominating Committee, seconded by Stephen Nunley. The 2016 Nominating
 41 was approved unanimously. They will work on nominating a vice-chair to replace Christy Agnese, who is
 42 vacating that position.

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44 **Staff Report** – Tom Knipe provided a brief staff report. A written summary is attached to these meeting
45 minutes.
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47 **CVB Monthly Review** – Jennifer Tavares provided a brief report on the Convention and Visitors Bureau's
48 efforts over the last month. A full report was provided in the Strategic Tourism Planning Board agenda.
49

50 **Beautification, Signage and Public Art Strategic Plan Draft** – Jennifer Tavares and Chrys Gardener gave
51 a presentation on the Beautification, Signage, and Public Art Strategic Plan. Members agreed that a vote to
52 adopt the plan will take place on April 20.
53

54 **Spring 2016 Tourism Grants** – Mike Mellor provided background on the Tourism Marketing and
55 Advertising, New Tourism Initiative, and Tourism Project Grant applications that were reviewed, and included
56 in the agenda packet. He went on to recommend funding for 18 of the 21 applications submitted.
57

58 **Action:** David Blake Moved to accept the Committee Recommendations for the Spring Writes Literary
59 Festival, seconded by Stephen Nunley. **Vote:** Yes 10; No 0; Abstention 1 (Sue Perlgut)
60

61 **Action:** A vote on recommendations for Tourism Marketing and Advertising, New Tourism Initiatives, and
62 Tourism Project Grants was proposed with the exception of the following applications: Spring Writes. Sue
63 Perlgut moved to accept the committee recommendations, seconded by Kelli Cartmill. **Vote:** passed by
64 unanimous vote.
65

66 **2016 Spring Community Celebrations Grants** – Sue Perlgut reported on the application review process for
67 Community Celebrations grants noting that 17 of the total 18 applications are being recommended for
68 funding.
69

70 **Action:** Lynnette Scofield made the motion to accept the committee recommendations, seconded by Anne
71 Gossen. **Vote:** Passed by unanimous vote.
72

73 **Announcements** – Jennifer Turner announced her resignation from the Planning Department. Sue Perlgut
74 announced the Connie Cook documentary being shown on next Monday at Cornell Cinema at 7:00 PM. Kelli
75 Cartmill announced Kilpatrick's early opening in honor of St. Patrick's Day.
76

77 With no further business, the meeting adjourned at 4:30pm.
78

79 Respectfully Submitted,
80 Jennifer Turner
81 Tompkins County Planning Department
82

83 **Next Meeting Scheduled**

84 April 20, 2016
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