

**Tompkins County Strategic Tourism Planning Board (STPB)
Meeting Minutes – March 2015**

1 **Date:** March 18, 2015
 2 **Time:** 3:00-5:00pm
 3 **Location:** CVB
 4
 5

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	✓	Arts-Culture
John Gutenberger	E	Cornell	John Spence	✓	CAP, Non-Voting
Lynnette Scofield	✓	Lodging	Bruce Stoff	✓	CVB, Non-Voting
Kelli Cartmill	✓	Lodging	Dwight Mengel	E	Transportation, Non-Voting
Rita Rosenberg	✓	Agriculture	Gary Ferguson	E	DIA, Non-Voting
David Blake	✓	At-Large	Jennifer Tavares	✓	Chamber, Non-Voting
Andy Zepp	E	At-Large	Martha Armstrong	✓	TCAD, Non-Voting
Stephen Nunley	✓	At-Large	Will Burbank	✓	TC Legislature, Non-Voting
Steve Hugo	✓	At-Large	Beverly Baker		Associate Member
Ken Jupiter	✓	At-Large	Carol Kammen	E	Associate Member
Mike Mellor	✓	At-Large	Jon Reis	✓	Associate Member
Anne Gossen	✓	Arts-Culture	Tom Knipe	✓	Staff
Sue Stafford	E	TC3	Jennifer Turner	✓	Staff

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9
10 **Also in attendance:**

11
12 **Meeting Agenda**

- 13 1) February STPB Meeting Minutes
 14 • Action – Approve Meeting Minutes
 15 2) Privilege of the Floor
 16 3) STPB Elevator Speech – Sue Perlgut
 17 4) Staff Report – Tom Knipe
 18 5) Spring 2015 Tourism Grants – Tom Knipe and Steve Hugo
 19 • ACTION – Recommend Tourism Marketing and Advertising Grant Awards
 20 • ACTION – Recommend New Tourism Initiatives Grant Awards
 21 • ACTION – Recommend Tourism Project Grant Awards
 22 6) Spring 2015 Community Celebrations Grants – Sue Perlgut
 23 • ACTION – Recommend Community Celebrations Grant Awards
 24 7) 2015 STPB Goals – Sue Perlgut, Ken Jupiter
 25 • ACTION – Adopt 2015 goals
 26 8) Announcements

27
28 **The meeting was called to order** at 3:01 PM.

29
30 **January 2015 STPB meeting minutes were approved** with a friendly amendment.

31
32 **Chair’s Report** – Sue Perlgut reported that she met with Susan Riley, Deputy Director of Community
 33 Relations at Cornell University, to discuss the Strategic Tourism Planning Board. She went on to note the
 34 importance of having an explanation of what the board does and its purpose. An interactive exercise was
 35 created for members of the board to discuss the reason for being on the board and to come up with a
 36 personal elevator speech to explain what the Strategic Tourism Planning Board is. Some of the shared
 37 responses from members on why they are on the board were to promote the arts, economic development,
 38 agri-tourism, and to encourage tourism. Members went on to share their explanations of what the boards’
 39 purpose is. Members were encouraged to email Sue Perlgut with their thoughts for distribution to members.

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41 **Staff Report** – Tom Knipe presented members of the board with a short film from the Ithaca Children’s
42 Garden. He noted that the film was presented to the Strategic Tourism Planning Board as thanks for their
43 support with the Bulb Labyrinth Memorial Garden that was created as a remembrance to Infants and
44 children who have passed. Tom went on to note that he receives gratitude from grantees regularly and
45 wanted to share the community’s gratitude with members for all of their hard work they have done and will
46 continue to do.
47

48 **Spring 2015 Tourism Grants** - Steve Hugo opened by giving thanks to all members for their support in the
49 application review process. He noted the discussions that took place at the meeting that he, Tom Knipe,
50 Michael Mellor, Anne Kellerman and Kelli Cartmill attended yesterday. Suggestions were made to review
51 Tourism Marketing and Advertising grants and New Tourism Initiative grants separately in order to make
52 dollar allocations to then later discuss whether adjustments need to be made to accommodate a particular
53 applicant; this idea will be revisited. Preferences to new tourism initiatives were noted as applicants that
54 have received multiple years of funding will be encouraged to become more independent. Discussions
55 centered on the imbalance of events of Tourism Project Grants of lasting value over tourism infrastructure
56 projects.
57

58 Project grant awards were discussed as having no guarantee for a fall round and are not necessarily
59 required to be used within the grant award year. Applicants with fundable expenses between May of 2015
60 and April of 2016 were encouraged to apply in the spring 2015 grant round. It was noted that contracts for
61 project grants can be written for a longer period if the project expects fundable expenses past April 2016.
62 Members discussed the overlap and similar missions between the Town of Ulysses and Finger Lakes Land
63 Trust applications. The decision to fully fund the Town of Ulysses was noted as being based on their intent
64 to identify trails that are located in Tompkins County and their plan to share information with the Finger
65 Lakes Land Trust. The Finger Lakes Land Trust application is recommended for partial funding and is
66 encouraged to reach out to other counties involved in the 2015 Gofingerlakes.org project for funding. An
67 Outdoor Recreation Taskforce was discussed as another way to promote project collaboration. \$36,500 will
68 be available for a new round of New Tourism Initiatives grants in the fall.
69

70 **Action:** A vote on recommendations for Tourism Marketing and Advertising, New Tourism Initiatives, and
71 Tourism Project Grants was proposed with the exception of the following applications: Kitchen Theatre,
72 Center for the Arts Ithaca, Wharton Studio Museum, Community Arts Partnership, and Center for the Arts
73 due to members’ conflicts of interest. Anne Gossen moved to accept the committee recommendations,
74 seconded by Stephen Nunley. **Vote:** passed by unanimous vote.
75

76 **Action:** David Blake moved to accept the committee recommendation for Center for the Arts/ Ithaca (Come
77 for the Gorges, Stay for the Show), seconded by Stephen Nunley. David Blake amended the motion to
78 include Winter Village Bluegrass & Beyond 2016, also of the Center for the Arts at Ithaca. **Vote:** Yes 14; No
79 0; Recusals 1 (Josh Friedman)
80

81 **Action:** Anne Gossen moved to accept the committee recommendations for the Kitchen Theatre Company
82 application, seconded by Lynette Scofield. **Vote:** Yes 14; No 0; Recusals 1 (Stephen Nunley)
83

84 **Action:** Rita Rosenberg moved to accept the committee recommendations for the Wharton Studio Museum
85 application, seconded by Christy Agnese. **Vote:** Yes 14; No 0; Recusals 1 (Ethan Ash)
86

87 **Action:** Mike Mellor moved to accept the committee recommendations for the Community Arts Partnership
88 application, seconded by Rita Rosenberg. **Vote:** Yes 14; No 0; Abstentions 0; Recusals 1 (Sue Perlgut)
89

90 **Spring 2015 Community Celebrations Grants** – Sue Perlgut reported that the members of the
91 Community Celebrations Grant Committee include herself, Carol Kammen (Chair), Mike Lane, Jackie
92 Kippola, Sue Stafford, and Anne Kellerman. Sue went on to report on their committees concerns on
93 whether the First Unitarian Sesquicentennial Street Fair is eligible. Tom reported on the discussion he had
94 with the County Attorney’s office about the eligibility of this particular application as well as the objective
95 standard that can be applied to similar potential applications from faith communities in the future. It was
96 decided that if the celebration has to happen at the precise location of the aith community in order to fit

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97 with the event plans then it is more likely to not be eligible due to separation of church and state
98 requirements. Since the event will be a celebration of the ice-cream sundae and will be open and free to all,
99 as well as the many community organizations involved, it was decided that this event can be funded by the
100 Community Celebrations Grant program.

101
102 Funding in the amount of \$7,218 will be reserved for the fall round. **Action:** Anne Gossen made the motion
103 to accept the committee recommendations, seconded by Stephen Nunley. **Vote:** Passed by unanimous
104 vote.

105
106 **2015 STPB Goals – Recommended 2015 goals for** The Strategic Tourism Planning Board were
107 presented to members. The revisions included timing for all of the recommended goals, and added in the
108 development of a communications plan for the board. **Action:** Christy Agnese moved the motion adopting
109 the 2015 board goals, seconded by Ken Jupiter. **Vote:** Passed by unanimous vote
110

111 **Announcements** – Sue Perlgut announced that her film will air tonight at Cinnemapolis at 7:00 p.m. and
112 again on April 12th. Tom Knipe reported that Streets Alive Film Festival will air at Cinnemapolis on March
113 19th. Lynette Scofield announced that she is part of the Food Net Board and noted that the Mac and Cheese
114 Bowl is on Saturday at the Ithaca High School at 12:00 p.m. Stephen Nunley announced that there a few
115 tickets available for the Kitchen Theatre’s Dance the Night Away on Saturday from 8:00 pm -12:00am. Josh
116 Friedman announced that on March 26th Belle Sherman Elementary School 4th graders will put on three
117 short plays they have written. Ethan Ash asked members to save the date for the upcoming Erie Canal
118 Way/Downtown Investment Forum event at Coltivare on June 4th that serves to promote lodging and food
119 strategies to promote downtown. Tom will serve on a panel and Ethan Ash and Gary Ferguson will
120 moderate two of the panels.

121
122 With no further business, the meeting adjourned at 4:18pm.

123
124 Respectfully Submitted,
125 Jennifer Turner, Administrative Assistant
126 Tompkins County Planning Department

127
128 **Next Meeting Scheduled**
129 Wednesday April 15, 2014