

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

1 **Date:** April 20, 2016
 2 **Time:** 3:00-4:30pm
 3 **Location:** CVB
 4
 5

Attendees:

Name	✓	Representation		Name	✓	Representation	
Anne Kellerman	✓	At-Large		Sue Perlgut	✓	Arts-Culture	
Ian Golden	✓	Recreation		Josh Friedman	✓	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>	A	<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		VACANT		<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	✓	At-Large		Tom Knipe	✓	Staff	
Mike Mellor	✓	At-Large		VACANT		Staff	
Anne Gossen	✓	Arts-Culture	7				
Sue Stafford	A	TC3	8				

9

10 **Also in attendance:** Jim Brophy, NYS-OPRHP; Warren Allmon and Star Bressler, Discovery Trail; Cara
 11 Nichols, IC; Livia Isaacson and Rodney Fleming, CVB; Chrys Gardener, CCETC.
 12

13 **Meeting Agenda**

- 14 1. March STPB Meeting Minutes
 15 2. Privilege of the Floor
 16 3. Discovery Trail Annual Report
 17 4. Beautification, Signage and Public Art Strategic Plan – Jennifer Tavares & Chrys Gardener
 18 5. 2016 Tourism Capital Grants – Martha Armstrong
 19 6. Chair's REPORT – Anne Gossen
 20 7. Nominating Committee
 21 8. Membership & Bylaws Committee
 22 9. Budget Committee REPORT – Sue Stafford
 23 10. CVB Quarterly Report – Jennifer Tavares
 24 11. Staff REPORT – Tom Knipe
 25

26 **The meeting was called to order at 3:07 PM.**
 27

28 **March 2016 STPB meeting minutes were approved with no changes.**
 29

30 **Privilege of the Floor – no speakers.**
 31

32 **Discovery Trail Annual Report**

33 Star Bressler, the first full time staff Discovery Trail Coordinator, gave the annual Discovery Trail report to
 34 the STPB. She started by thanking the tourism program for its support, and described DT partners and
 35 marketing approach. She distributed a printed report with information on Discovery Trail Planning, 2016
 36 Marketing Goals and Strategies (attached to these minutes). Board members were invited to respond to two
 37 questions: 1) What do you wish the Discovery Trail would do to attract and engage out of town guests? 2) If
 38 you have visitors (with children) coming to Ithaca and staying in a hotel how do you find activities and
 39 events for your visitors? Board members shared their feedback, which will be considered for future
 40 Discovery Trail marketing activities.
 41
 42

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43 **Beautification, Signage and Public Art Strategic Plan – Jennifer Tavares & Chrys Gardener**
44 Action: Motion to Adopt the plan - Sue Perlgut. Second – Ken Jupiter. Tompkins County Beautification,
45 Signage and Public Art Strategic Plan plan adopted by unanimous voice vote.
46

47 **2016 Tourism Capital Grants – Martha Armstrong**

48 Martha Armstrong presented the recommendations for 2016 Tourism Capital Grant awards, which were
49 provided in the agenda packet. Board members asked Martha questions about City participation in
50 supporting the Wharton Studio Project and the details of the study about sports fields.
51

52 Action: Motion to increase 2016 Tourism Capital Grant budget by \$13,587 (previous year's allocated, but
53 unspent funds) by David Blake. Second - Stephen Nunley. The budget adjustment was recommended by
54 unanimous voice vote.
55

56 Action: Motion by Andy Zepp to accept the 2016 Tourism Capital Grant award recommendations of the
57 Tourism Capital Grant review committee and forward recommendations to the Legislature. Seconded by
58 Ethan Ash. Adopted by unanimous voice vote.
59

60 **Chair's REPORT – Anne Gossen**

61 Anne thanked the committees for all of their hard work.
62

63 **Nominating Committee**

64 Action: Sue Perlgut presented the Committee's nomination of Ethan Ash for the position of STPB Vice-
65 Chair, which served as a motion to elect Ethan to the position. Seconded by Ken Jupiter. Nominations
66 were invited from the floor; no additional nominations were made. Ethan Ash was elected vice chair by
67 unanimous voice vote.
68

69 **Membership & Bylaws Committee**

70 Action: Motion to recommend appointment of Cara Nichols, Associate Director, On Campus Recruitment,
71 Admission at Ithaca College by David Blake- Second – Anne Kellerman. Recommended by unanimous
72 voice vote. Recommendation will be forwarded to the Legislature for appointment to the STPB.
73

74 **Budget Committee REPORT**

75 Tom Knipe gave the report for the committee. He described the timeline and process, for budget
76 development.
77

78 **CVB Quarterly Report – Jennifer Tavares**

79 Jennifer Tavares gave a brief report about work and progress of the CVB over the last quarter. Ken Jupiter
80 asked about the CVB's work in admin days at Cornell.
81

82 **Staff REPORT – Tom Knipe**

83 Tom announced that today is Ethan Ash's birthday and awarded him a "gold star" for board service above
84 and beyond the call for his work on the Agritourism Workshop. The board also sang "Happy Birthday" to
85 Ethan.
86

87 Several board members gave announcements about upcoming events.
88

89 With no further business, the meeting adjourned at 4:30pm.
90

91 Respectfully Submitted,
92 Tom Knipe
93 Tompkins County Planning Department
94

95 **Next Meeting Scheduled**

96 May18, 2016
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