

MINUTES  
 Strategic Tourism Planning Board  
 January 12, 2011 Convention and Visitors Bureau 1:30-3:30

PRESENT: Jon Reis, Brett Bossard, Rick Adie, Todd Miner, Fred Bonn, Sue Stafford, Susie Monagan, Anthony Hopson, Debbie Teeter, Gary Ferguson, Marrie Neumer, Stu Stein, Martha Armstrong, Ken Jupiter, and David Sparrow

GUESTS: Jean McPheeters, Chamber of Commerce President, and Ed Marx, County Commissioner of Planning

**1. November 2010 minutes**

Add Susie Monagan to present list on November minutes. The minutes were unanimously approved with the one correction.

**2. Nominating Committee**

Jon Reis reported for the Nominating Committee, who nominated David Sparrow for STPB chair for 2011, and Anthony Hopson as vice-chair for 2011. He then asked if there were other nominations, and there were no others. The board voted unanimously to elect David Sparrow as STPB chair and Anthony Hopson as Vice Chair.

**3. Chair's report- David Sparrow**

Jackie Kippola reported on the status of recruitment for Senior Planner- Tourism Coordinator.

David reported that the County-Chamber of Commerce contract is going to PDEQ for approval, with a 5-year term. One member of the STPB expressed that the length of the Chamber contract should be less than 5 years. There were no other comments regarding the Chamber – County contract.

**4. ACOD recommendations**

Brett reviewed the 2011 recommendations that were distributed:

<b>Tompkins County Tourism Program 2011 Arts/Cultural Organization Development Grants</b>			
<b>STRATEGIC PLAN / STRATEGY IMPLEMENTATION CATEGORIES</b>			
<b>Applicant</b>	<b>Request Summary</b>	<b>Contracted Amount</b>	<b>Contracted</b>
Cayuga Chamber Orchestra	2011 request for continued sustainability and strategy implementation to include audience development, enhance program quality, and increase in earned income.	2011-\$21,800	\$21,800
Cayuga Nature Center	Continued organizational development for the Cayuga Nature Center; staffing to assist E.D for strategic planning, organizational structure and improved volunteer development	2011-\$25,000	\$25,000
Hangar Theatre	To support its development and marketing functions as the organization expands programming and outreach for its renovated year-round facility	2011-\$23,052	\$23,052

The History Center in Tompkins County	Support for THC producers to develop, produce, and promote integrated programming, interweaving topics, exhibits, presentations, and Living History activities that are interesting, educational, and fun.	2011-\$21,887	\$21,887
Kitchen Theatre	Outfitting of an in-house scenic shop to reduce hauling, construction, and storage costs in perpetuity & the hiring of an Audience Services Coordinator	2011-\$21,689	\$21,689
Paleontological Research Institution/Museum of the Earth	PRI is requesting support for the continued implementation of our regional, multi-tiered marketing strategy.	2011-\$15,300	\$15,300
Sciencenter	Support for fundraising consultant to conduct and organizational assessment and help plan a comprehensive 3-year campaign to support innovation in programming, facilities upgrades, and financial stability.	2011-\$16,320	\$16,320
<b>Applicant</b>	<b>Request Summary</b>	<b>Request \$\$</b>	<b>Recommend</b>
State Theatre of Ithaca, Inc.	Hiring of a Marketing and Volunteer Coordinator to increase out of area attendance and advance long-term marketing plan for historic theater.	2011-\$25,000 2012-\$25,000 2013-\$25,000	<b>\$22,850</b>
<b>TOTAL CONTRACTED + REQUEST</b>		\$170,048	\$167,898
<b>TOTAL AVAILABLE</b>		\$180,695	\$180,695
<b>DIFFERENCE</b>		\$10,637	\$12,797

**NOTE: Remaining available funds will be used to support on-site fiscal review process and potential new applicants to the program in the coming year.**

The board voted unanimously in favor of the recommendations as presented.

### **5. PRI/Museum of the Earth / Cayuga Nature Center**

PRI/Museum of the Earth and the Cayuga Nature Center has asked STPB for a letter of commitment for funding for the next 5 years and they transition into a merger. Jean described that PRI is interested in telling people about how the land has changed; CNC has the land and the gorges to show museum efforts. The plan also takes into account that PRI has a strong board whereas the CNC's board has had much turnover over the years. The distinction has a national board with extremely astute board members.

STPB cannot recommend to the Legislature that funds be committed to applicant organizations except regarding the ACOD or Tourism Capital Grant programs. Even in those cases, funding, while scheduled, is approved by the Legislature on a year-by-year basis.

Comments:

- Question about if CNC generates room nights. Several noted that weddings and the ropes courses do attract out of town visitors.
- STPB supports the organizations' continuing to apply for grants

- It should be pointed out that while they may need a certain amount, they must meet guidelines.
- Combining ACOD and Tourism Capital totals \$270,900 of funding already approved, (Tourism Capital for 2010-2012 = \$150K, ACOD for 2010-2012=\$120,900) which is not far from their 5 year \$450K request.
- Would we like to see more details. Many seemed reluctant to commit \$450,000.
- Martha noted she has the Tourism Capital grant applications are online which could answer many questions.
- The letter should state that this is not a commitment. We support you to continue apply for grants, and strike the language about the sums.
- The total marketing amounts is incorrect.
- The board chooses to not to make a commitment letter stronger than what is already written by David.
- Within letter, should list of eligible grant programs and eligible dollar amounts.

## **6. Desired Attributes of Candidates- Senior Planner, Tourism Coordinator**

The individual should understand how to access public financing, to be informed about local programs of public finance. In addition, the individual should seek other funding than Tourism Program monies, including N.Y. State and Federal programs. The individual must be able to create relationships with key community members, and to be prepared to lead and motivate others to achieve program goals. The individual should understand the tourism industry, and the individual should have quantitative skills for program evaluation.

## **7. Committee Assignments**

David distributed a list of committee assignments. (See attached)

Members asked for review of the pertinence of the Outdoor Recreation and University Relations. David stated that he will discuss these committees with Todd Miner and Tim Joseph, OR and the university representatives, UR respectively.

Future topic: Term limits

Reminder: CAP's Reception February 11<sup>th</sup> 4:30-6:30 at the Finger Lakes Wine Center.

## **8. Adjournment**

The meeting adjourned at 3:40 PM.