

MINUTES  
Strategic Tourism Planning Board  
APRIL 20, 2011 CVB

PRESENT: Fred Bonn, Paul Tatar, Anne Kellerman, Scott Wiggins, Gary Stewart, Sue Perlgut, Jon Reis, Rick Adie, Debbie Teeter, Todd Miner, Carol Chock, Tim Joseph, Ken Jupiter, Sue Perlgut, Beverly Baker, Paul Tatar, Gary Stewart, David Sparrow, and Marrie Neumer

Guests: Latisa \_\_\_\_\_, Jean McPheeters, Ed Marx, and Tom Knipe

**1. Welcome to Tom Knipe (pronounced Tom “Nipe”)**

David welcomed Tom, spoke briefly about Tom’s background, and Ed Marx described Tom’s outstanding experience.

**2. Chair’s Report- David Sparrow**

David reported that the Legislature will vote next Tuesday on STPB’s recommendations on the grants for Community Celebrations, New Tourism Initiatives, Marketing and Advertising, and Tourism Project Grants.

**3. New Tourism Initiative Grant – Jon Reis**

Jon described the discussion from the New Tourism Initiative Grants Committee regarding the second annual Winter Bluegrass Festival. The committee concluded to fund the grant because:

1. Talent is supported within this program;
2. We wish to encourage winter events;
3. In this case, the innkeeper is providing significant sponsorship;
4. There are educational workshops included, additional to the entertainment;
5. This market shows great potential for growth;
6. The committee recommends \$11,250, which is the 25% allowable match.

Fred acknowledged that this event takes place in the 2<sup>nd</sup> slowest time of the year, and encouraged a positive vote. Jean also acknowledged that she attended last year and it was a successful cohesive event.

Question: how is this different than the State Theatre requesting funds for a show. This has an educational component, can be promoted to neighboring educational institutions; in addition, similar requests from the State have been granted awards. Question: what is the implication for the group asking in future

years: This event elevates this region as cultural community and can apply, but would still compete with other applications.

All members of the board in attendance voted unanimously in favor of the grant recommendation, except Scott, who abstained from voting.

#### **4. CVB Report- Fred Bonn**

Fred circulated a report with the following highlights:

- Winter Recess Economic Impact and Staffing Costs
- 30 TC Spot in Rochester
- NYS Matching Funds Grant
- 2012 Budget
- Ice Cream Sundae Google Doodle
- Spring 2011 Print Advertising Campaign
- FingerLakesUncorked.com
- Ontario Motor Coach Assc./ ABA Operator Summit
- 10 Places to Go Carless in Retirement
- Ithaca center to help visitors navigate Finger Lakes wine region

Fred noted that the last time gas prices went to \$4 per gallon, our County realized 2 of the best months ever for tourism. While consumer confidence was different at that time, it is possible for our market could realize an upsurge.

Carol Chock reported that the County is facing a difficult year, \$4-5 million deficit from NYS. She noted that just to keep the programs running as they are, the Legislature would have to raise property taxes by 12-13%. She asked that STPB continue to be mindful of connecting tourism funds to existing County programs.

She noted that the Planning Department received an Environmental Protection Agency grant for Community Showcase purposes for \$375K. There will be 3 urban/rural mixed use housing that is up to 80% more efficient than existing structures. EcoVillage will be instrumental in promoting their site.

#### **5. Adjournment**

The board adjourned at 4:15 pm.