

**Draft MINUTES**  
Strategic Tourism Planning Board  
May 18, 2011 – Convention and Visitors Bureau

PRESENT: Jon Reis, Scott Wiggins, Brett Bossard, Stu Stein, Fred Bonn, Todd Miner, Ken Jupiter, Martha Armstrong, Marrie Neumer, Anthony Hopson, Paul Tatar, Beverly Baker, Gary Stewart, Tim Joseph, Sue Stafford, Susie Monagan, Sue Perlgut, and Gary Ferguson

GUEST: Jean McPheeters

**1. Chair's Report – David Sparrow**

David reported that the County Legislature approved the Bluegrass Festival grant. He discussed the conference that several STPB members attended at Cornell sponsored by Senator Gillabrand's Office. While David, as president of the Finger Lakes Wine Center Board, served on a discussion panel at the conference, the remaining content of the morning session could have been more productive. Brett Bossard attended the grant session in the afternoon on the National Endowment of the Arts, and he thought that session was more content rich. David reported that the Finger Lakes Wine Center is open several days per week now, and will be conducting sessions at the Hangar Theatre.

**2. Minutes**

February minutes: corrections to items 7 & 8. The minutes were approved as corrected

March minutes: approved as presented

April minutes: approved as presented

**3. 2011 & 2012 Budget**

Revenue: The 2011 revenue projections were calculated by adding an increase of 4.25% over 2010 actual revenue. Then, another 4.25% was added to forecast the 2012 revenue.

Expenses: For 2012, the Budget Committee advised program administrators to budget an amount not to exceed a 1.5% increase over the 2011 budget. Also, administrators could request mid-2011 funding from Reserves.

Listed below are the requests from Room Tax Reserves for 2011 funding:

- \$8,000 CVB Conversion study to measure the success of advertising campaigns conducted by the CVB, and how/if travel is influenced by CVB marketing. BUDGET COMM. DID NOT RECOMMEND. However, once Fred Bonn was able to fully explain the request, the full STPB recommended funding.
- \$5,750 Beautification Additional revenue for project assistant to revitalize flagpole garden at Stewart Park, ambassador program increase to receive a

Living Wage, and funding to replace damaged plants. BUDGET COMM. RECOMMENDED, and STPB RECOMMENDED.

- \$6,220 Community Arts Partnership To partially cover lost funding from NYS. BUDGET COMM. DID NOT RECOMMEND. However, Brett Bossard explained that CAP only has 2.5 full time employees operating multiple programs, and that leaves little to cut. Also, if not funded by the Tourism Program, he would seek assistance from foundations such as the Park Foundation, which would force him to compete with CAP constituents. STPB RECOMMENDED FUNDING.
- \$3,000 Discovery Trail For a fall campaign that involved only one hotel. BUDGET COMM. DID NOT RECOMMEND, and STPB DID NOT RECOMMEND
- \$25,000 Tourism Capital Grants. BUDGET COMMITTEE RECOMMENDED \$20,000. However, at STPB, the program administrator requested that the \$20,000 be included in the 2012 budget so there would be an adequate amount to offer in a grant round by combining it with uncommitted 2012 grant funds. STPB RECOMMENDED \$20,000 IN 2012 BUDGET

The board voted unanimously in favor of the \$19,970 to be moved from reserves into the 2011 budget.

The board voted unanimously in favor of the \$20,000 from reserves to 2012 budget for Tourism Capital Grants.

2012 budget: the board voted unanimously in favor of the budget as recommended.

In the future, the Budget Committee would like to hear from the administrators since it may have influence the decisions made by the Budget Committee.

#### **4. CVB Report**

Fred reported on the following activity:

- NYS Matching Funds Grant
- 2012 STPB Budget
- Empire State Society of Assoc. Executives Conference and Tradeshow
- Meeting with Lt. Gov. Robert Duffy
- Hospitality Star Program
- Brochure Exchange
- Upgrades to VisitIthaca.com
- CVB Facebook Page

#### **5. Adjournment**

The meeting adjourned at 4:50 pm.