

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

1 **Date:** January 21, 2015
 2 **Time:** 3:00-5:00pm
 3 **Location:** CVB
 4

5 **Attendees:**

| Name | ✓ | Representation |
|------------------|---|----------------|
| Anne Kellerman | ✓ | At-Large |
| Ian Golden | ✓ | Recreation |
| Ethan Ash | ✓ | Arts-Culture |
| John Gutenberger | ✓ | Cornell |
| Lynette Scofield | A | Lodging |
| Kelli Cartmill | ✓ | Lodging |
| Rita Rosenberg | ✓ | Agriculture |
| Andy Zepp | A | At-Large |
| Stephen Nunley | A | At-Large |
| Steve Hugo | ✓ | At-Large |
| Ken Jupiter | A | At-Large |
| Mike Mellor | ✓ | At-Large |
| Anne Gossen | ✓ | At-Large |
| Sue Stafford | A | TC3 |
| Christy Agnese | ✓ | At-Large |

| Name | ✓ | Representation |
|------------------|---|----------------------------|
| Sue Perlgut | ✓ | Arts-Culture |
| Josh Friedman | ✓ | Arts-Culture |
| John Spence | A | CAP, Non-Voting |
| Bruce Stoff | ✓ | CVB, Non-Voting |
| Dwight Mengel | ✓ | Transportation, Non-Voting |
| Gary Ferguson | ✓ | DIA, Non-Voting |
| Jennifer Tavares | ✓ | Chamber, Non-Voting |
| Martha Armstrong | ✓ | TCAD, Non-Voting |
| Will Burbank | ✓ | TC Legislature, Non-Voting |
| Beverly Baker | A | Associate Member |
| Carol Kammen | A | Associate Member |
| Jon Reis | A | Associate Member |
| Tom Knipe | ✓ | Staff |
| Jennifer Turner | ✓ | Staff |

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 10 **Also in attendance:** Rhonda Roaring
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12 **Meeting Agenda**

- 13 Welcome new STPB Members
 14 Opener
 15 Nominating Committee – Anne Kellerman
 16 • Vote to elect 2015 STPB Officers
 17 December STPB Meeting Minutes
 18 • ACTION – Approve Meeting Minutes
 19 Privilege of the Floor
 20 Chair’s Report – Sue Perlgut
 21 • 2015 Draft Committee Assignments
 22 • Conflict of Interest Policy
 23 • STPB Member Roles and Responsibilities
 24 Staff Report – Tom Knipe
 25 • 2015 Staff Work Plan
 26 STPB Member Goals for – SMALL GROUP DISCUSSION – Christy Agnese
 27 Tourism Grant review process changes – Tom Knipe, Christy Agnese
 28 • ACTION – Approve recommendation to combine TMA and NTI/TPG Committees into one Tourism
 29 Grant Review Committee
 30 Strategic Tourism Implementation funding – Ken Jupiter, Tom Knipe
 31 • ACTION – Approve recommended 2015 allocation process
 32 Membership and Bylaws Committee –Lynette Scofield
 33 • ACTION – Recommend appointment of new At-Large STPB member
 34 CVB Report – Bruce Stoff
 35 Finger Lakes Wine Center REPORT – Christy Agnese
 36 • ACTION – Adopt the report and its recommendations
 37 Ticket Center Ithaca REPORT – John Spence
 38 • ACTION – Adopt the report and its recommendations
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40 **The meeting was called to order at 3:08 PM.**

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Welcome new STPB Members – Josh Friedman and Kelli Cartmill were welcomed as new members for the Strategic Tourism Planning Board. Josh Friedman introduced himself as the Managing Director of the Hangar Theatre from Houston, Texas. Kelli Cartmill introduced herself as the Director of Sales and Marketing at the Hilton Hotel and noted her experience in the hotel business for over 20 years.

Opener – An interactive exercise was conducted to help members get to know one another.

Nominating Committee – Anne Kellerman made the motion to move Sue Perlgut as Chair and Christy Agnese to Vice Chair. Rita Rosenberg seconded the motion. The slate was approved by unanimous vote.

November 2013 STPB meeting minutes were approved with a friendly amendment.

Chair's Report – Sue Perlgut reported on the 2015 Committee assignments and noted the importance of the conflict of interest forms. Tom Knipe went on to provide examples of some of the conflicts such as influence of vote, membership on other boards, and family affiliation on other boards or organizations. It is at the discretion of the Chair as to whether a member of the board should withhold comment or vote.

Staff Report – Tom Knipe reported that he has been working closely with the Chamber of Commerce to discuss possible community partnerships funding for the Wayfinding Strategy. He reported that a portion signage balance of \$5,000 in the beautification fund within the Chamber will be used toward Chamber support to develop a funding and implementation strategy for the Wayfinding Plan in 2015. Jennifer Tavares went on to report that she and Tom met with the chamber board, where discussions centered on the cost of the project, possible stakeholders, and state and federal funding. A funding and implementation strategy will be created this year.

Tom Knipe went on to report the Beautification Program, with leadership from the Chamber of Commerce and Chrys Gardener, is working on a Beautification Plan. Future community wide outreach and advocacy will be followed by a presentation in the spring. Jennifer Tavares went on to note that there were 3 surveys compiled that went out to tourism, municipal, and business stakeholders for feedback.

A short-term task force will form and will serve as a way to focus on the need for a community meeting conference or meeting facility. An Ag and Culinary Committee meeting will take place on February 6th where members will discuss the 374 possible actions submitted at the event at The Space at GreenStar in order to establish criteria for selection on the key priorities moving forward. The tourism grant workshop took place yesterday with 25 attendees; applications for this grant round are due on February 20th.

STPB Member Goals – Christy Agnese asked members to create 4 groups for the purpose of creating achievable goals for implementation that will coincide with the Strategic Plan. Each group took time to discuss ideas and priorities to work on as a board, and reported out. Ideas will be collated and reviewed by the Planning and Evaluation Committee and brought back to the meeting in February for further discussion.

Tourism Grant Review Process Changes – Tom Knipe delivered the recommendation to combine Tourism Marketing and Advertising grant review committee with New Tourism Initiatives/Tourism project grant review committee in order to reduce overlap of the grant review process. This change would allow awards to be more coordinated between the three programs. Tom Knipe's report served as a motion to recommend combining TMA and NTI. Anne Gossen seconded the motion. The change was approved by unanimous vote

Strategic Tourism Implementation Funding – Tom Knipe reported on a proposed process for allocation of the \$150,000 in the Strategic tourism Implementation funds for 2015. Tom Knipe and Ken Jupiter both recommended soliciting letters of inquiry followed by full proposals. It was noted that in 2013, the first time that Strategic Tourism Implementation funds were allocated, three of the eleven applicants were funded. The eight unsuccessful applicants put a lot of time and effort into full proposals, which were ultimately not funded. Tom went on to discuss the possible use of a portion of these funds for another in-depth visitor profile ("Chmura") study. He suggested that the funds for this be taken off the top of the STI funding and that the balance be made available through the letter of inquiry – Proposal process described earlier.

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98 Further analysis on the estimated cost of the study and the remaining balance for the competitive grant will
99 need to take place prior to acceptance of proposals, but letters of inquiry could be requested earlier.
100 Members were encouraged to read the information and vote on the guidelines for the grant process. A vote
101 on the Strategic Tourism Implementation funding guidelines will be scheduled to take place next month.
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103 **Membership and Bylaws Committee** – Sue Perlgut reported that the membership and Bylaws Committee
104 recommends Susie Monaghan to continue as an associate member and continue to work with the ACOD
105 Committee. The second recommendation was to appoint David Blake as an At-Large member. Sue Perlgut
106 moved the recommendations which were approved by unanimous vote and be forwarded to the Legislature.
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108 **CVB Report** – Bruce Stoff reported that the STR report came out yesterday that showed revenue up 8.1%
109 2014. Revenue per available room saw very significant growth, although there is room for improvement in
110 occupancy rates.
111

112 **Finger Lakes Wine Center Report** – Christy Agnese reported on the one amendment to the report giving
113 more precise language on thresholds of funding triggering thorough review. Christy moved the Finger Lakes
114 Wine Center Report and recommendations. Mike Mellor seconded the motion. The report was approved by
115 unanimous vote.
116

117 **Ticket Center Ithaca Report** – Tom Knipe reported that there was one amendment to the Ticket Center
118 which mirrored the amendment to the Wine Center report. Members discussed the possibility of nominating
119 a member of the board to serve as the reviewer of the pros and cons of a proposed project when it has
120 reached the agreed upon threshold amount. Discussions centered on the damage to organizations involved
121 with the projects and monetary costs. The percent of the organizations funding stream was noted as an
122 important factor when determining the threshold for a particular project. The recommendation by Sue
123 Perlgut served as the motion to adopt the Ticket Center Report. Rita Rosenberg-Barber seconded the
124 motion. The Ticket Center Report was adopted by unanimous vote.
125

126 **Announcements** - Tom Knipe announced the Bluegrass Festival that will take place over the weekend at
127 multiple venues. The festival has been a multiple year recipient of tourism grants.
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129 With no further business, the meeting adjourned at 5:09pm.
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131 Respectfully Submitted,
132 Jennifer Turner, Administrative Assistant
133 Tompkins County Planning Department
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135 **Next Meeting Scheduled**
136 Wednesday February 18, 2014