

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

1 **Date:** July 15, 2015  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** CVB  
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 5

**Attendees:**

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Christy Agnese	✓	Ithaca College
Ian Golden	A	Recreation	Sue Perlgut	✓	Arts-Culture
Ethan Ash	E	Arts-Culture	Josh Friedman	✓	Arts-Culture
John Gutenberger	✓	Cornell	John Spence	✓	CAP, Non-Voting
Lynnette Scofield	E	Lodging	Bruce Stoff	✓	CVB, Non-Voting
Kelli Cartmill	✓	Lodging	Dwight Mengel	A	Transportation, Non-Voting
Rita Rosenberg	A	Agriculture	Gary Ferguson	✓	DIA, Non-Voting
David Blake	✓	At-Large	Jennifer Tavares	✓	Chamber, Non-Voting
Andy Zepp	E	At-Large	Martha Armstrong	✓	TCAD, Non-Voting
Stephen Nunley	A	At-Large	Will Burbank	A	TC Legislature, Non-Voting
Steve Hugo	E	At-Large	Beverly Baker		Associate Member
Ken Jupiter	✓	At-Large	Carol Kammen		Associate Member
Mike Mellor	✓	At-Large	Jon Reis		Associate Member
Anne Gossen	✓	Arts-Culture	Tom Knipe	✓	Staff
Sue Stafford	✓	TC3	Jennifer Turner	✓	Staff

7

8 **Also in attendance:**

9  
 10 **Meeting Agenda**

- 11 1) Opener  
 12 2) June STPB Meeting Minutes  
 13     • ACTION – Approve Meeting Minutes  
 14 3) Chair's Report – Sue Perlgut  
 15 4) Staff Report – Tom Knipe  
 16 5) Privilege of the Floor  
 17 6) 2016 Tourism Program Tax Budget  
 18     ACTION – Vote to recommend 2016 Tourism Program Budget  
 19 7) P&E Committee Report  
 20     ACTION – Vote on Strategic Tourism Implementation funding recommendation for Wayfinding  
 21 8) CAP Annual Report – John Spence - PRESENTATION  
 22 9) Committee Project Check-ins  
 23 10) CVB brief report – Bruce Stoff  
 24 11) Announcements  
 25

26 **The meeting was called to order at 3:01 PM.**

27  
 28 **Opener** – Sue Perlgut opened the meeting by presenting 12 tourism related questions to members of the  
 29 STPB. Members with the most correct answers were rewarded with prizes of items given to the STPB by  
 30 the Kitchen Theatre.  
 31

32 **Chair's Report** – Sue Perlgut reported on the list of training opportunities and ideas created by Sue  
 33 Stafford and the CVB. She went on to suggest a training opportunity with a local consultant who specializes  
 34 in marketing and branding for cities and neighborhoods. Training with the board is scheduled for October.  
 35

36 **STPB Mid-year Survey** – Sue Perlgut provided a mid-year survey to board members for feedback related  
 37 to satisfaction with meetings, committee interests, and board goals. Members were asked to answer the  
 38 questions and hand in the survey with their names signed. She went on to note that a Higher Education  
 39 Taskforce will be forming in the near future.  
 40

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41 **Update On Higher Education** – Christy Agnese reported that Ithaca College plans to offer dorm use to  
42 non-affiliated events and conferences in the summer months. These activities would qualify for the  
43 collection of room tax dollars. Ithaca College will register with County finance to collect the room tax to  
44 potentially begin hosting events in the summer of 2016.

45  
46 **June 2015 STPB meeting minutes were approved** with no changes.

47  
48 **Staff Report** – Tom Knipe announced his upcoming vacation plans and noted the course he will be  
49 teaching on Sustainable Tourism and Planning at Cornell University. Tom announced Ed McMahon's  
50 presentation on September 3<sup>rd</sup>, and went on to thank Gary Ferguson of the Downtown Ithaca Alliance and  
51 Form Ithaca for their additional support for his downtown talk. The downtown talk will take place at  
52 Cinnemapolis at 12:30 on 9/3. A presentation on sustainable tourism will take place the same day at 4:30  
53 pm, in Millstein Hall. Consolidated Funding Applications will be submitted for the Blueway Trail. The City of  
54 Ithaca has voted in favor of funding in the amount of \$20,000 for the project. In August, new funding  
55 availability will be posted for New Tourism Initiatives and Community Celebrations. Those applications are  
56 due September 18<sup>th</sup> (editor's note: now 9/21)

57  
58 **2016 Tourism Program Tax Budget** – Sue Perlcut noted the 2016 Tourism Program Budget  
59 recommendations included in the agenda packet. A motion was made by David Blake to recommend the  
60 2016 Tourism Program Budget, seconded by Anne Kellerman. The budget was approved unanimously by  
61 voice vote.

62  
63 **P&E Committee Report** – Ken Jupiter reported that the P&E Committee met and set the agenda for next  
64 year. Their committee will focus on several additional aspects of the Strategic Tourism Plan, including  
65 sports tourism, outdoor recreation, higher education and tourism, and sustainability tourism. Plans for follow  
66 up on both the Wine and Ticket Center reports are underway. The plans will focus on analyzing thresholds  
67 for scrutiny, and setting parameters for levels of project funding. Draft plans for Agri-culinary tourism and  
68 Heritage tourism will be reviewed at P&E level, followed by the approval of the full board. The  
69 implementation of Wayfinding is another priority of the group. The opportunity to apply for state funding was  
70 noted and will require a county portion out of tourism funding in order to secure matching funds from the  
71 state.

72  
73 Jennifer Tavares reported on the multiple presentations she has made to stakeholders in order to seek  
74 funding for the Wayfinding Plan. Time constraints, funding matches from key stakeholders, as well as the  
75 number of applicants that are requesting funds from the state were noted concerns with submitting a strong  
76 application. Another meeting will take place with the City of Ithaca at committee level in order have a  
77 commitment for support in this project. The Town of Ithaca has passed a resolution to support the plan for  
78 up to \$35,000. Discussions are ongoing with both Cornell University and Ithaca College for support with the  
79 plan. Jennifer noted that plans for a significant reduction in the \$1,200,000 budget by way of in-kind  
80 donations and installations between both the City of Ithaca and the County She went on to go over the  
81 projections for different scenarios and provided an overview of the Wayfinding Plan via PowerPoint  
82 presentation. To view the full plan visit: [http://www.tompkinschamber.org/wp-](http://www.tompkinschamber.org/wp-content/uploads/2014/07/TompkinsWayfinding_Ph1and2-final_sm-file-size.pdf)  
83 [content/uploads/2014/07/TompkinsWayfinding\\_Ph1and2-final\\_sm-file-size.pdf](http://www.tompkinschamber.org/wp-content/uploads/2014/07/TompkinsWayfinding_Ph1and2-final_sm-file-size.pdf)

84  
85 **Vote on Strategic Tourism Implementation Funding Recommendation for Wayfinding** – Members  
86 discussed the re-wording the first sentence of the last paragraph of STPB Resolution No. 1 of 2015  
87 included in the agenda, the recommendation to remove “confirms its intention”, to replace with “The STPB  
88 hereby recommends”, and to replace “contingent upon an award of funds from the 2015 CFA”, with  
89 “contingent upon securing sufficient funds”. David Blake made the motion to approve STPB Resolution No.  
90 1 of 2015 with the amended changes, seconded by Ken Jupiter. **Vote on Resolution: Yes: 12 No: 0** (See  
91 attached resolution)

92  
93 **CAP Annual Report** – John Spence, Executive Director of Community Arts Partnership (CAP) announced  
94 that CAP is celebrating its 25<sup>th</sup> Anniversary this year. He went on to report that over the years CAP has  
95 distributed over \$3,400,000 to local artists around Tompkins County. In 2014 \$261,000 was distributed to  
96 local artists and arts organizations; of which \$188,000 was ACOD funds. The New York State Council of the  
97 Arts (NYSCA) distributed \$72,000 which is used to fund programs such the Arts and Artist Programs, Arts

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98 in the Classroom, and Arts in Community. In 2015, NYSCA grants were awarded to the Cayuga Vocal  
99 Ensemble, Center for Transformative Action, Danby Community Council, Downtown Ithaca Alliance, and  
100 the Dryden Recreational Department. He went on to note the diverse group of programs that include  
101 decentralization grants which are distributed to outside organizations. Due to the success of the Strategic  
102 Opportunity Stipend grant, an increase was made to \$24,000 from the \$10,000 in the previous year. This  
103 grant was developed by a family foundation that aims to provide support to artists with new initiatives. The  
104 Greater Ithaca Arts Trail was noted as one of the most well-known programs that takes place in the fall and  
105 was named the most popular place outside New York City to see art by the Huffington Post. The Artist  
106 Market event will take over the Farmers Market on July 24<sup>th</sup> and Spring Writes 4 day workshop will return in  
107 the spring. John spoke about the first Friend of the Arts award that was presented to the late Stu Stein last  
108 year, and noted that this year it will take place at La Tourelle on September 24<sup>th</sup>. Branding, not-for-profit  
109 funding streams, and limited money for funding were noted challenges of the Community Arts Partnership.  
110 Potential opportunities include promotion in the arts, the rejuvenation of Ithaca Events.com, and art for all  
111 ages and underserved communities. John asked board members for feedback and suggestions. Members  
112 discussed the changes in the program and the economic impact of the Artists Market.

113  
114 **CVB 2015 Report** – Bruce Stoff reported that both room occupancy and demand were up 2.7% and that  
115 revenue was up 4.5% through the month of May. Beta issues with the website will be a high priority in the  
116 next few weeks. Mobile use of the website increased to 36% from last years 17%. Six motor coach  
117 operators were brought in for the Familiarization Tours that led to 66 appointments. Chat sessions reached  
118 almost 3,000 sessions. Travel guide requests and phone calls declined, while downtown walk-ins increased  
119 by 19%. Bruce went on to discuss the outreach at campuses by the sales department and made note of the  
120 Finger Lakes Regional Tourism Council that he chairs. A \$100,000 grant was awarded to conduct regional  
121 research; a stakeholder’s group meeting will take place July 29<sup>th</sup>.

122  
123 **Announcements** – Sue Perlgut announced that the next STPB meeting will take place September 23<sup>rd</sup>.  
124 Gary Ferguson announced the Commons Celebration Weekend on August 28<sup>th</sup> and 29<sup>th</sup>. The celebration  
125 will feature a ribbon cutting, talks, music, free movies, and children’s activities. Jennifer Tavares announced  
126 the Cayuga Waterfront Trail Opening on August 30th from 4-8 pm.

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128 With no further business, the meeting adjourned at 5:02pm.

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130 Respectfully Submitted,  
131 Jennifer Turner, Administrative Assistant  
132 Tompkins County Planning Department

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134 **Next Meeting Scheduled**  
135 Wednesday September 16, 2015