

**Tompkins County Strategic Tourism Planning Board (STPB)
Final Meeting Minutes**

1 **Date:** Feb, 15, 2023
 2 **Time:** 3:00-4:30
 3 **Location:** Ithaca Tompkins International Airport
 4

AGENDA

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7 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	Teri Tarshus	E	At-Large
Kelli Cartmill	P	Lodging	Marian Levy Ware	E	At-Large
Laura Winter Falk	P	At-Large	<i>Megan Barber</i>	<i>P</i>	<i>CAP, Non-Voting</i>
Josh Friedman	P	Arts-Culture	Peggy Coleman	P	Chamber, Non-Voting
Alexis Zaharis Grimm	P	Lodging	<i>Gary Ferguson</i>	<i>P</i>	<i>DIA, Non-Voting</i>
David Harker	P	Ithaca College	<i>Vacant</i>	<i>N/A</i>	<i>TC Legislature, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Heather McDaniel</i>	<i>P</i>	<i>IAED, Non-Voting</i>
Doug Levine	E	Arts-Culture	<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
Kelly Makosch	P	Recreation	<i>Patty Poist</i>	<i>P</i>	<i>Transportation, Non-Voting</i>
Rick Manning	E	At-Large	<i>Michael Miller</i>	<i>P</i>	<i>Associate Member</i>
Greg Mezey	P	At-Large	<i>Jon Reis</i>	<i>E</i>	<i>Associate Member</i>
Vacant	N/A	TC3	<i>Wylie Schwartz</i>	<i>E</i>	<i>Associate Member</i>
Barbara Romano	P	Cornell University	<i>Chuck Tauck</i>	<i>E</i>	<i>Associate Member</i>
Monika Roth	P	Agriculture	Nick Helmholdt	<i>P</i>	Tourism Program Director
Steven Stull	P	Arts-Culture	Kristin McCarthy	<i>P</i>	County Staff
Jeremiah Swain	P	At-Large			

8 **Guests:** Suzanne Smith Jablonski
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10 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** –Meeting called to order at
 11 3:04 pm. No changes to the agenda. TK privilege of the floor.
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13 **Action: Approval of Jan. 18, 2023 STPB Draft Minutes** – The draft January 2023 minutes were
 14 approved as submitted (moved by Josh Friedman, seconded by Ken Jupiter). Brett Bossard and
 15 Steven Stull abstained.
 16

17 **Chair’s Report** – *Brett Bossard*

18 Brett welcomed everyone and thanked them for re-electing him chair. Group took a behind-the-
 19 scenes tour led by Airport Administration senior staff.
 20

21 **Staff Report** – *Nick Helmholdt*

22 Nick shared updates on spring grant application cycle (deadline to apply is Feb. 27), grant
 23 workshop held at GIAC, and upcoming budget committee meeting to talk about room tax surplus.
 24 Jason Sidle, director of operations for Coltivare, is joining board as new TC3 representative.
 25

26 **Presentation: Ithaca/Tompkins County International Airport** – *Heather McDaniel*

27 Heather, donning her cap as chair of the Air Services Board, gave an update on the Ithaca airport
 28 and status of the airline industry in general. She shared that Jennifer Tavares and Greg Mezey sit

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29 on the board with her. Her presentation, which the Air Services Board has been giving to various
30 groups and partners around the community, touched on various subjects. These included changes
31 experienced over course of pandemic and now post-pandemic, national/international pilot
32 shortage, demand is recovering but much room to grow, need to encourage local population to fly
33 out of Ithaca, strategic marketing to airlines, scheduling and top destinations, and more. Group
34 brainstormed ways board could help, how to change perception that it's expensive to fly out of
35 Ithaca (important to consider whole cost), and spoke highly of the exceptional on-the-ground
36 operations staff.

37

Arts and Culture Organizational Development (ACOD) Grant Review Committee – *Megan Barber*

38 Megan thanked the STPB for its support of the ACOD program. She shared a few details on the grant panel
39 and grant review process. Sixteen organizations applied, and there was \$40,000 more to award this year.
40 Reviewers decided to fund all the proposals at some level – they took scores, came up with various funding
41 scenarios, and came up with final proposals. Q&A discussion covered multiple topics, including methods for
42 counting attendance, eligibility questions related to pending operational changes at Kitchen Theatre,
43 contracts, and possibly having P&E Committee looking at application anew. Had \$40K more to award this
44 year. 16 orgs – two-year awards pending good reports and room tax. Total funding available was
45 \$298,850; total amount of funding requested was \$433,030.

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48 **Action:** Megan Barber made a motion, which Ken Jupiter seconded, to recommend that the Arts and
49 Culture Organizational Development Awards for 2023 be approved by the Tompkins County Legislature.
50 Motion carried.

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Member Announcements

52 Members congratulated Gary on his forthcoming retirement from DIA. Other news involved free
53 concert at Cornell, a happy hour at Triphammer Arts, Ithaca College Alumni Weekend dates (Oct.
54 27-29), Cortaca, and more.

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57 **Adjournment** – Chair Brett Bossard adjourned the meeting at 4:14pm.