

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

1 **Date:** March 15, 2023
 2 **Time:** 3:00-4:30
 3 **Location:** Old Jail Conference Room

AGENDA

7 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	E	Arts-Culture	Teri Tarshus	P	At-Large
Kelli Cartmill	P	Lodging	Marian Levy Ware	P	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>Mike Sigler</i>	<i>P</i>	<i>TC Legislature, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Heather McDaniel</i>	<i>E</i>	<i>IAED, Non-Voting</i>
Doug Levine	P	Arts-Culture	<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
Kelly Makosch	P	Recreation	<i>Patty Poist</i>	<i>E</i>	<i>Transportation, Non-Voting</i>
Rick Manning	P	At-Large	<i>Michael Miller</i>	<i>P</i>	<i>Associate Member</i>
Greg Mezey	P	At-Large	<i>Jon Reis</i>	<i>A</i>	<i>Associate Member</i>
Vacant		TC3	<i>Wylie Schwartz</i>	<i>A</i>	<i>Associate Member</i>
Barbara Romano	A	Cornell University	<i>Chuck Tauck</i>	<i>P</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:** Katie Borgella, Lisa Conarton, Jodi LaPierre, Erin Rafalowski, Jason Sidle, Suzanne Smith Jablonski

10 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Vice Chair Doug Levine welcomed everyone to the meeting at 3:02 pm. No changes to the agenda. No privilege of the floor but there was a quick round of introductions.

14 **Action: Approval of Feb. 15, 2023 STPB Draft Minutes** – The draft February 2023 minutes were approved as submitted (moved by Josh Friedman, seconded by Greg Mezey).

17 **Vice Chair's Report** – *Doug Levine*

18 No report.

20 **Staff Report** – *Nick Helmholdt*

21 Nick reported on grant review and budget committee meetings, appointments of Mike Sigler as legislative liaison and Jason Sidle as TC3 representative* (*effective 4/18/23), and the Ithaca Area Economic Development task force.

25 **Presentation: CVB 2022 Annual Report** – *Peggy Coleman*

26 Peggy, along with CVB staff Erin Rafalowski and Jodi LaPierre, shared highlights from the 2022 CVB Annual Report. Their presentation covered the move to their new offices on Brindley Street in the West End; the team's advocacy on behalf of local and regional tourism sector on issues such as workforce development, infrastructure and housing, and destination management; conference and sales team activity; growing visitor experience through initiatives like Ithaca Loves Teachers and incorporating accessibility into CVB

Tompkins County Strategic Tourism Planning Board (STPB) Draft Meeting Minutes

31 offerings; community engagement through the Visit Ithaca website and social media platforms; inclusive
32 marketing and advertising campaigns; public relations and earned media; collaboration with area partners
33 on downtown conference center; support for local agricutinary tourism through Farm to Fork microgrants;
34 and more.

35
36 Monika Roth and Marian Ware departed from the meeting before board voted on following action items.

37
38 **Report/Action: Community Celebrations Grant Review Committee – Doug Levine**

39 Doug reported on the applications submitted in this grant round and thanked his fellow committee
40 members and County staff for their support of the Community Celebrations program.

41
42 **Action:** Kelly Makosch made a motion, which Josh Friedman seconded, to recommend the 2023 Spring
43 Community Celebrations grant awards be approved for funding. Motion carried by members present, with
44 Doug Levine abstaining.

45
46 **Report/Action: Tourism Advancement Grant Committee – Nick Helmholdt**

47 Nick gave an overview of the new Tourism Advancement grant program, summarized the applications
48 submitted in this round, and thanked committee members for their service.

49
50 **Action:** Josh Friedman made a motion, which Teri Tarshus seconded, to recommend the 2023 Tourism
51 Advancement grant awards be approved for funding. Motion carried by members present, with Steven Stull
52 abstaining.

53
54 **Budget Committee – Kelli Cartmill**

55 Members reported on an amendment to the 2023 Tourism Program budget proposing that unspent funds
56 from 2022 be moved into the current year. Nick shared highlights from the Budget Committee memo,
57 which was included in the meeting agenda packet and breaks down into more detail how the funds would
58 be distributed. Committee report and group discussion covered multiple topics, including budget
59 forecasting, committee decision-making process and meeting timeline, stabilization of local arts
60 organizations, ARPA, Community Recovery Fund, workforce concerns, visitor profile study, the reserve fund
61 balance, and more.

62
63 **Action:** Ken Jupiter made a motion, which Steven Stull seconded, to recommend budget adjustment that
64 allocates unspent room tax from 2022 into the current 2023 budget. Motion carried, with Kelly Makosch
65 abstaining.

66
67 **Member Announcements**

68 Members shared news and events of interest. These included a waterfront cleanup event at Stewart Park,
69 free Marvel screening at State Theatre, Dead & Company benefit concert at Barton Hall, vernal equinox
70 open dance class at Triphammer Arts, a Rising Star award for the CVB's Lisa Conarton from the Upstate New
71 York chapter of Meeting Planners International, minimum wage legislation, and more. It was also shared
72 that Gary Ferguson is the recipient of the 2023 Howard Cogan Tourism Award.

73
74 **Adjournment** – Chair Brett Bossard adjourned the meeting at 4:53pm.