

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

1 **Date:** June 21, 2023
 2 **Time:** 3:00-4:30
 3 **Location:** State Theatre

4

5 **Attendees:**

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

6 **Guests:** Chris Abernathy, Suzanne Smith Jablonski

7

8 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** –Chair Brett Bossard welcomed
 9 everyone to the meeting at 3:06pm. No changes to the agenda.

10

11 **Action: Approval of May 2023 STPB Draft Minutes** – The draft May 2023 minutes were approved
 12 as submitted (moved by Doug Levine, seconded by Marian Levy Ware).

13

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

15 Brett thanked Doug for hosting. He also shared that David Harker departed his position at Ithaca
 16 College. Staff will work with Ithaca College to recruit a new STPB representative.

17

18 **Staff Report** – *Nick Helmholtz*

19 Nick updated group on the request for proposals process for the Visitor Profile Study, a request for
 20 quotes for organizational mentoring for Arts and Cultural Organization Development Stabilization
 21 Recovery Fund recipients, and a Strategic Tourism Implementation grant application from the
 22 Downtown Ithaca Alliance.

23

24 **Presentation: Downtown Ambassadors & Tompkins Festivals Update** – *Terel Marshburn, Galen
 25 Morehead, Olivia Pastella*

26 Gary Ferguson introduced staff from DIA, who reported on the Downtown Ambassadors and
 27 Tompkins Festivals programs. The presentation covered multiple topics, including responsibilities
 28 of “clean team” and “hospitality” ambassadors; graffiti removal; trash removal enforcement;

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29 placemaking budgetary constraints; collaborations with community outreach workers; the
30 equipment lending program; technical assistance; and educational offerings related to safety,
31 permitting, marketing, and fund-raising for event planners. Staff from the Festivals Program
32 shared some of the challenges they've faced, including acquiring adequate storage space for
33 equipment, additional restrictions related to permitting, cost increases tied to event safety, and
34 more. Members asked about new festivals, protocols for emergency situations, and more.
35

36 **Report/Action: ACOD – Stabilization & Recovery Fund (SRF) Grants** – *Megan Barber, CAP*

37 Megan provided an overview of the ACOD-SRF grant program, highlighting review and selection
38 process, numbers of applications submitted (12 ACOD recipients out of 16 decided to apply, with
39 all meeting eligibility requirements), planned use of funds, and other considerations. In addition to
40 the grant awards, \$20,000 is proposed for Community Arts Partnership to assist with grant
41 administration and monitoring. Q&A discussion touched on disbursement timeline, contract
42 amendments, issuance of a request for qualifications to identify organizational mentors to work
43 with the recipients, and more.
44

45 **Action:** Ken Jupiter made a motion, seconded by Alexis Zaharis Grimm, to recommend the slate of
46 Arts and Culture Organizational Development Stabilization and Recovery Fund grants be awarded
47 funding. Motion carried. Doug Levine abstained.
48

49 **Report/Discussion: Community Arts Partnership (CAP) Over Target Request --- Megan Barber**

50 Megan reprised over target request (OTR) process from last year, when County awarded CAP
51 \$132,000 to support administration of three grant programs, and a proposed OTR for the 2024
52 County budget, which would support regrants in these three programs and CAP's administration of
53 these funds. Her report and the subsequent discussion covered numerous topics. These included
54 grant funding and evaluation process, NYS community regrant partners and multiplier effect,
55 Community Celebrations grant program, outreach to rural communities, STPB budget reserve and
56 surplus policy, County budget process, and more. Group decided not to vote on recommending
57 the 2024 OTR; it may however be submitted for consideration as a member-filed resolution at the
58 Legislature.
59

60 **Member Announcements**

61 Members shared events and news of interest to the community. These included Ithaca Reggae
62 Fest, Trumansburg Porchfest, Movies in the Park, performances at Triphammer Arts, DeWitt Park
63 Tuesday Farmers Market, \$20 burger deal night at Inn at Taughannock, Ithaca Arts Market, rehab
64 work at the State Theatre, and more.
65

66 **Adjournment** – Chair Brett Bossard adjourned the meeting at 4:29pm.