

Tompkins County Strategic Tourism Planning Board

Wednesday, October 18, 2023; 3:00 – 5:00pm

Old Jail Conference Room
125 E. Court Street, Ithaca, NY 14850

AGENDA	Start
1. Welcome – Brett Bossard	3:00
2. STPB Meeting Minutes	3:05
• ACTION – Approve September Meeting Minutes	
3. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
4. Chair’s Report – Brett Bossard	3:10
5. Staff Report & Q3 2023 Room Tax Report– Nick Helmholdt	3:15
6. Q3 CVB Report – Peggy Coleman	3:25
7. Conference Center Sales Presentation– Lisa Conarton	3:40
8. Update on Wayfinding – Jennifer Tavares	4:00
9. Planning and Evaluation Committee – Ken Jupiter	4:15
• ACTION – Approve revisions to Tourism Advancement Grant Guidelines	
10. Convention and Visitors Bureau Operating Agreement – Nick Helmholdt & Peggy Coleman	4:25
• ACTION – Resolution for Tompkins County to enter into a 5-year agreement with the Chamber of Commerce to operate the Convention and Visitors Bureau (Visit Ithaca)	
10. Member Announcements	4:30
11. Adjournment	

Agenda Packet

1. September draft STPB meeting minutes
2. October staff report
3. Draft 2024 Tourism Advancement Grant Guidelines
4. Q3 2023 Room Tax Report
5. Q3 CVB Report
6. Ithaca Downtown Conference Center Profile Sheet
7. Resolution for 5-year agreement with Chamber of Commerce for CVB Operations



MISSION: The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that *promote economic development* and *enhance the quality of life* in Tompkins County.