

## Strategic Tourism Planning Board: 2025 schedule

Meetings typically take place on the **third Wednesday of the month** from 3:00 pm to 5:00 pm unless otherwise noted. (*The April meeting has been moved to the 9<sup>th</sup>.*) Meeting agendas and locations will be announced one week in advance of each meeting. See the [Tourism Program website](#) for more detail.

Month	Day	Location	Anticipated Actions, Presentations & Reports
January	15	Old Jail Conf. Room	CVB Q4 2024 Report, Room Tax Q4 2024 Report
February	19	Zoom	Conference Center update, ACOD Grant Awards
March	19	State Theatre	Grant Awards (Community Celebrations, Tourism Advancement Grants, Tompkins Outdoors), Downtown Ithaca Alliance update, TC Chamber Leadership update, Minimum Revenue Guarantee (ITH IAD)
April	9	CRS Barn Studio	CVB Q1 Report, Room Tax Q1 Report, Visitor Profile Study results presentation, Local Law modification (short term rentals)
May	21	TBD	CVB 2024 Annual Report, Draft 2026 Budget Presentation, GIAC – HETP update,
June	18	TBD	Final 2026 Budget Presentation, Downtown Ithaca Alliance update
July	16	Ithaca Farmers Market	Room Tax Q2 Report, TPA Designation. CVB Mid-Year Report
August	20	TBD	
September	17	TBD	Grant Awards (Community Celebrations, Tourism Advancement Grants), Downtown Ithaca Alliance update
October	15	La Touelle	CVB Q3 Report, Room Tax Q3 Report, CCE Tompkins Beautification Plan Progress, Community Arts Partnership Annual Update,
November	19	TBD	Nominating Committee,
December	17	TBD	Farewell to outgoing members, Membership and Bylaws Committee new and renewing member appointments, Downtown Ithaca Alliance update

**Topics to add:**

- Conference Center opening (summer)
- DIA Ambassadors and Festivals Program Annual Update
- Visitor Profile Study
- Workforce Development (Chris Sponn)
- Wayfinding Signage
- IthacaTrails.org rebuild

**Potential Meeting Venues:**

- La Tourelle (Jason Sidle)
- Ithaca Farmers Market (Monia Roth, July or August)
- CAP Gallery (Megan Barber, capacity question)
- Triphammer Arts (Steve Stull)
- State Theatre, stage (Doug Levine)
- Others
  - o Old Jail conference room (125 E. Court St.)
  - o Brown Road conf room (Whole Health)
  - o Chamber / CVB
  - o Tompkins County Public Library, Borg Warner room
  - o Ithaca / Tompkins County Airport
  - o Hotel partners (Statler Hotel, Hilton Garden Inn, La Tourelle, et al.)
  - o Higher Education partners (Ithaca College, Cornell Univ., TC3)
  - o State Parks
  - o TCAT board room
  - o Online / Zoom