

Tompkins County Strategic Tourism Planning Board

Wednesday, January 15, 2020; 3:00pm – 5:00pm

Tompkins County Chamber of Commerce/CVB, 904 East Shore Drive, Ithaca, NY

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve December Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. Chair’s Report – Kelli Cartmill	3:05
• 2020 Committee Roster	
4. Staff Report & Room Tax, Q4 2019 Report – Nick Helmholdt	3:10
5. Strategic Tourism Plan Steering Committee Update – Nick Helmholdt	3:20
• ACTION – Recommend Final Draft of Strategic Tourism Plan for Endorsement	
6. Conference Center Working Group Update – Gary Ferguson	3:40
7. Member Announcements	4:00
8. Adjournment	

Agenda Packet

1. December 2019 draft STPB meeting minutes
2. Q4 2019 Room Tax Report (distributed at meeting)
3. 2020 Committee Roster (distributed at meeting)
4. Final Draft – Strategic Tourism Plan: 2021-2027 (distributed at meeting)



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.