

**Tompkins County Strategic Tourism Planning Board (STPB)
Final Meeting Minutes – September 26, 2018**

1 **Date:** Sept. 26, 2018
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, Ithaca, NY 14850
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Attendees:

Name	✓	Representation	Name	✓	Representation
David Blake	P	At-Large	Martha Armstrong	E	TCAD, Non-Voting
Brett Bossard	P	Arts-Culture	Peggy Coleman	P	Chamber, Non-Voting
Kelli Cartmill	P	Lodging	Gary Ferguson	P	DIA, Non-Voting
Josh Friedman	P	Arts-Culture	Anna Kelles	E	TC Legislature, Non-Voting
Steve Hugo	E	At-Large	Dwight Mengel	A	Transportation, Non-Voting
Ken Jupiter	P	At-Large	John Spence	P	CAP, Non-Voting
Anne Kellerman	P	At-Large	Jennifer Tavares	E	Chamber, Non-Voting
Doug Levine	E	Arts-Culture	Ethan Ash	A	Associate Member
Mike Mellor	P	At-Large	Jim Brophy	A	Associate Member
Cara Nichols	P	Ithaca College	Erica Frenay	E	Associate Member
Stephen Nunley	P	At-Large	Carol Kammen	E	Associate Member
Barbara Romano	P	Cornell University	Jon Reis	P	Associate Member
Monika Roth	P	Agriculture	Nick Helmholdt	P	Staff
Sue Stafford	P	TC3	Kristin McCarthy	P	Staff
Katie Kutz	P	Lodging			
Baruch Whitehead	P	Arts-Culture			
Scott Wiggins	E	At-Large			
Andy Zepp	E	Recreation			

7 **Guests:** Ronda Roaring
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10 Chair Kelli Cartmill called the meeting to order at 3:07 p.m.
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12 **Opening Remarks/Changes to the Agenda**

13 Ms. Cartmill welcomed everyone to the meeting.
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16 **Approval of the July 26, 2018 STPB Meeting Minutes**

17 **Action:** David Blake made a motion to approve the July 2018 minutes. Josh Friedman seconded.
 18 Motion carried.
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20 **Privilege of the Floor** – Ronda Roaring shared her experience attending the Travel Bloggers
 21 Exchange Conference in Corning, about which she wrote an article for the *Rochester Business*
 22 *Journal*.
 23

24 **Chair’s Report – Kelli Cartmill**

25 Ms. Cartmill encouraged members to attend a public hearing on the Green Street Parking Garage
 26 redevelopment site at the Ithaca Urban Renewal Agency (IURA) monthly meeting on September
 27 27th. The Economic Development Committee of the IURA will be ranking the four proposals
 28 received for the Green Street site.
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31 **Staff Report – Nick Helmholdt**
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33 The Community Celebrations Grant Review Committee met September 25th, and the New
34 Tourism Initiatives Grant Review Committee will meet October 10th. Both committees will share
35 their recommendations at the October STPB meeting.

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37 The Tourism Program will be transitioning to a new grant management software (Common Grant
38 Application) in early 2019. Nick Helmholdt and Kristin McCarthy are currently testing a demo site.

39
40 The Convention and Visitors Bureau was designated the official tourism promotion agency for
41 Tompkins County.

42
43 **CVB Mid-Year Report & Visitor Profile Study Update – Peggy Coleman and Heather Hughes**

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45 Peggy Coleman and Heather Hughes presented the CVB mid-year report and gave a quick update
46 on the Visitor Profile Study. (JLL will report on the study in more detail at the October STPB
47 meeting.) Ms. Coleman focused on sales, both domestic and international, and Ms. Hughes on
48 marketing. They gave the same presentation to PDEQ and the Chamber of Commerce Board of
49 Directors and Officers.

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51 **Membership & Bylaws Committee Report – David Blake**

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53 Anne Kellerman, Stephen Nunley, and Steve Hugo will complete their second terms this year and
54 must step down from the STPB as of Dec. 31st, per STPB Bylaws. They will be eligible to reapply
55 after 12 months. Committee is seeking recommendations for candidates, particularly individuals in
56 the restaurant and hospitality business.

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58 **Planning & Evaluation Committee Update – Ken Jupiter**

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60 Members revisited 2018 goals to assess progress made toward achieving them.

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62 Committees discussed board recruitment. Mr. Blake will forward his notes from the meeting to
63 interested members.

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65 A board retreat might be scheduled for the first quarter of 2019.

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67 \$150,000 of Wayfinding funding is still encumbered so a path forward for that program needs to be
68 identified.

69
70 The Community Celebrations grant review committee requested that the maximum grant award in
71 that category be raised to \$3,000. The award has been capped at \$2,000 since the year 2000,
72 when the Community Celebrations program started. STPB members approved the increase, which
73 didn't require a formal vote as it doesn't change the budget line.

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76 **Conference Center Working Group Update – Gary Ferguson**

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78 The working group continues its partnership with Hunden Strategic Partners for phase 2 of the
79 downtown conference center development study. Of the four development proposals submitted for
80 the Green Street Parking Garage site, only two feature a conference center as part of their plan.
81 Gary Ferguson urged members to attend the IURA meeting on the Green Street proposals and
82 voice their support for a conference center on the site. The IURA will select a final proposal at its
83 October 25th meeting.

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Arts and Culture Committee Update – Baruch Whitehead

Committee members will meet next Monday, October 1st, to continue their review and evaluation of ACOD grants, with a focus on distributing funding more equitably and attracting a more culturally diverse applicant pool.

Member Announcements

The Harlem String Quartet is performing September 26th at Ithaca College. Opera Noire is offering a master class and concert there as well on September 29th.

Funding is needed to maintain our community's wonderful collection of public art pieces. John Spence is talking with DIA and other groups about possible solutions.

Ms. Roaring informed members of efforts to update the boundaries of the Finger Lakes AVA wineries map.

The Tommy Plane Centennial Flight event takes place September 29th at the airport. Ms. Coleman will email parking information to members.

1,200 people attended Open Farm Days, an increase of 19% over the number of participants last year. Also, more people from outside Tompkins County traveled here for the two-day event (last year 90% of attendees were from Tompkins County, this year that figure was down to 60%).

The Agriculinary Tourism group is planning a capacity-building workshop for the spring.

The coach bus tour to area farms that Monika Roth mentioned previously has been rescheduled for October 12th.

Apple Fest is September 29th. Sue Stafford recommends Coltivare's mac-n-cheese.

The Hilton & Kilpatrick's have a new fund-raising program, "Pub with a Purpose." Every Tuesday from 4 to 7 p.m., 50% of proceeds from the bar will go to a local nonprofit for three months, or an entire fiscal quarter. The Tompkins Center for History and Culture will be the recipient for the fourth quarter of 2018.

Ms. Roth gave a "shout-out" to the Beautification program for all the lovely and colorful plantings around town.

Ithaca College will hold its alumni weekend Oct. 5-7th, and events such as reunion parties will be held at some of the newer restaurants, breweries, and other establishments around town.

Conversations continue over an August incoming student orientation program at Ithaca College.

Chair Kelli Cartmill adjourned the meeting at 4:27 p.m.