

**Tompkins County Strategic Tourism Planning Board (STPB)
Final Meeting Minutes – December 19, 2018**

1 **Date:** Dec. 19, 2018
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, Ithaca, NY 14850
 4

5 **Attendees:**

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

7 **Guests:** Ronda Roaring

8 **Opening Remarks/Changes to the Agenda**

9 **Approval of the Oct. 17, 2018 STPB Meeting Minutes**

10 **Action:** David Blake moved approval of the October 2018 minutes. Brett Bossard seconded.
 11 Motion carried.

12 **Privilege of the Floor** – None

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

14
 15 Kelli welcomed everyone and thanked departing members for their service to STPB.
 16

17 **Staff Report – Nick Helmholdt**

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 19 A board retreat is tentatively scheduled for Wednesday, Jan. 16, 12-5 pm. Details to follow.
 20 Nick pointed members to the Summary of Critical Actions drafted by the 2020 Strategic Tourism
 21 Plan Steering Committee, and reminded everyone to take the Member Survey.
 22

23 **CVB Monthly Report – Peggy Coleman**

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 25 Peggy shared highlights from the December report, which can be found in the December STPB
 26 meeting agenda packet.
 27

28 **Formation of Nominating Committee**

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 30 Cara Nichols, Stephen Nunley, and Sue Stafford volunteered to serve on the 2019 Nominating
 31 Committee.
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33 **Membership & Bylaws Committee Update – David Blake**

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35 David share the committee's recommendations for 2019 membership with the board.

36

37 **Action:** David Blake moved, and Josh Friedman seconded, the recommendation of the following
38 candidates for STPB membership: Rick Manning (At-Large), Connie Kan (At-Large), Todd Parlato
39 (At-Large), and Laura Winter Falk (At-Large). Motion carried.

40

41 The committee recommends Wylie Schwartz and Michael Miller for associate membership and will
42 share their post-interview thoughts, as well as the candidates' applications, with Kelli for her
43 review. [The STPB chair appoints associate members.]

44

45 **Planning & Evaluation Committee Update – Kelli Cartmill**

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47 No current report but January retreat should yield topics for this committee to explore.

48

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

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51 Ithaca Urban Renewal Agency selected the Vecino Group as the preferred developer for the
52 Green Street Garage project. Vecino would develop two-thirds of the site; however, the remaining
53 one-third of the property, which sits closest to the Marriott, is owned by local developer Jeff
54 Rimland. No shovels would hit the ground most likely until 2020. Conference Center Working
55 Group continues to monitor progress. Gary will report back within the next couple of months.

56

57 **Member Announcements**

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- 59 • First-year Ithaca College students move in August 20th, and have one week of orientation.
- 60 • The Agriculinary Tourism Task Force will host a Farm to Table workshop at Hotel Ithaca on
61 March 5th. The program is scheduled to go out by mid-January.
- 62 • Gary and Peggy met with TCAT representatives to discuss possibility of a downtown
63 circulator bus to promote use of local public transportation among tourists.
- 64 • Ronda Roaring, who arrived to meeting after Privilege of the Floor, shared that Keith Urban
65 was announced as the headliner of the 2019 Dick's Sporting Goods Open in Endicott next
66 summer. She encouraged CVB staff to take advantage of this event to drive tourism in
67 Tompkins County.
- 68 • Members shared information about various events happening in the community.

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70 Chair Kelli Cartmill adjourned the meeting at 4:45 p.m.