

**Tompkins County Strategic Tourism Planning Board (STPB)
Final Meeting Minutes – January 16, 2019**

1 **Date:** Jan. 16, 2019
 2 **Time:** 3:00-4:30pm
 3 **Location:** La Tourelle, 1150 Danby Road, Ithaca NY
 4

5 **Attendees:**

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

7 **Guests:** Connie Kan, Rick Manning, Todd Parlato, Laura Winter Falk
 8

9 **Opening Remarks/Changes to the Agenda** – None

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 11 **Approval of the December 2018 STPB Meeting Minutes**

12 **Action:** Doug Levine moved approval of the December 2018 minutes. Motion carried.
 13

14 **Privilege of the Floor** – None

15
 16 **2019 Officer Election – STPB Nominating Committee**

17
 18 **Action:** Cara Nichols made a motion to re-elect Kelli Cartmill as chair and Brett Bossard as vice
 19 chair. Motion carried.

20
 21 **2019 Officer Election – STPB Membership & Bylaws Committee**

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 23 **Action:** Kelli Cartmill made a motion to recommend that Scott Wiggins and Doug Levine be
 24 reappointed to the STPB. Scott and Doug abstained. Motion carried.
 25

26 **Chair's Report – Kelli Cartmill**

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 28 Chair welcomed prospective members Connie Kan, Rick Manning, Todd Parlato, and Laura
 29 Winter Falk, as well as associate member Jim Brophy, and invited them to introduce themselves.
 30

31 **Staff Report & Room Tax, Q4, 2018 Report – Nick Helmholdt**
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33 Nick pointed out the Q4 room tax report and closeout for the year (2018) in the agenda packet. In
34 Q4, just over \$796,000 in room tax was collected countywide, which was a slight increase from
35 2017. Elsewhere in report that figure was broken down further into tax-exempt sales and other
36 components. However, Kelli cautioned that the room tax figures for Q3 and Q4 don't include the
37 substantial lost tax revenue from long-term hotel stays by displaced Maplewood residents.
38

39 Nick then asked voting members to endorse a year-end budget adjustment, which would roll
40 unspent funds from 2018 into the current year budget. These monies included Community
41 Celebrations, Tourism Capital, and Tourism Project grant funding, as well as funds earmarked for
42 the CVB for management of ithacatrails.org and from the reserve for a NYS Matching Grant.
43

44 **Action:** Brett Bossard moved, and Doug Levine seconded, to recommend that \$67,051 in unspent
45 Tourism Program funds from 2018 be rolled over to the 2019 budget. Motion carried.
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47 **CVB Monthly Report – Peggy Coleman**
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49 Peggy highlighted a few items: The Chamber of Commerce, in concert with the Downtown Ithaca
50 Alliance, Cornell Cooperative Extension, and other partners, was awarded a Market NY Grant to
51 promote year-round agricultural tourism experiences, in particular those tied to our booming craft
52 cider industry. Retail sales were up 64% over 2017. Gorges gear can now be found in 33
53 countries and all 50 states.
54

55 **Arts & Culture Committee Update – Committee Members**
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57 Members gave a quick update on their committee's work:
58

59 They should have a draft plan ready for review by the entire STPB sometime in the coming
60 months. Overarching goal is to streamline and simplify the grant application process in a way that
61 is more inclusive of other, smaller organizations and considers the concerns of the arts and culture
62 community as well County legislators. Committee is working to standardize the grant application
63 and reporting procedure and is using materials from the NYS Council of the Arts as a guidepost.
64

65 Chair Kelli Cartmill adjourned the meeting at 12:30 p.m.