

**Tompkins County Strategic Tourism Planning Board (STPB)
Final Meeting Minutes – February 20, 2019**

1 **Date:** Feb. 20, 2019
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY
 4
 5

Attendees:

Name	✓	Representation
Brett Bossard	P	Arts-Culture
Kelli Cartmill	P	Lodging
Laura Winter Falk	P	At-Large
Josh Friedman	P	Arts-Culture
Ken Jupiter	P	At-Large
Connie Kan	P	At-Large
Katie Kutz	E	At-Large
Doug Levine	P	Arts-Culture
Rick Manning	P	At-Large
Mike Mellor	P	At-Large
Cara Nichols	P	Ithaca College
Todd Parlato	P	At-Large
Barbara Romano	P	Cornell University
Monika Roth	P	Agriculture
Sue Stafford	P	TC3
Baruch Whitehead	E	Arts-Culture
Scott Wiggins	P	At-Large
Andy Zepp	E	Recreation
<i>Martha Armstrong</i>	<i>E</i>	<i>TCAD, Non-Voting</i>
<i>Peggy Coleman</i>	<i>P</i>	<i>Chamber, Non-Voting</i>

Name	✓	Representation
<i>Gary Ferguson</i>	<i>P</i>	<i>DIA, Non-Voting</i>
	<i>P</i>	<i>TC Legislature, Non-Voting</i>
<i>Anna Kelles</i>		
<i>John Spence</i>	<i>P</i>	<i>CAP, Non-Voting</i>
<i>Jennifer Tavares</i>	<i>E</i>	<i>Chamber, Non-Voting</i>
	<i>E</i>	<i>Transportation, Non-Voting</i>
<i>Matthew Yarrow</i>		
<i>Ethan Ash</i>	<i>A</i>	<i>Associate Member</i>
<i>Jim Brophy</i>	<i>A</i>	<i>Associate Member</i>
<i>Erica Frenay</i>	<i>E</i>	<i>Associate Member</i>
<i>Henry Granison</i>	<i>P</i>	<i>Associate Member</i>
<i>Theresa Hollister-Ball</i>	<i>P</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>E</i>	<i>Associate Member</i>
<i>Michael Miller</i>	<i>P</i>	<i>Associate Member</i>
<i>Jon Reis</i>	<i>E</i>	<i>Associate Member</i>
<i>Wylie Schwartz</i>	<i>P</i>	<i>Associate Member</i>
<i>Nick Helmholdt</i>	<i>P</i>	<i>Staff</i>
<i>Kristin McCarthy</i>	<i>P</i>	<i>Staff</i>

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 9 **Guests:** Heather Hughes, Erin Rafalowski, Jonathan Froehlich, Kendall Blizzard, Jodi LaPierre,
 10 Sarah Imes

11
 12 **Opening Remarks/Changes to the Agenda** – None

13
 14 **Approval of the January 2019 STPB Meeting Minutes**

15 **Action:** Doug Levine moved approval of the January 2019 minutes. Motion carried.
 16

17 **Privilege of the Floor** – None
 18

19 **Swearing in Ceremony for New and Renewing STPB Voting Members**
 20

21 County Clerk Maureen Reynolds gave the Oath of Office to new members Rick Manning, Todd
 22 Parlato, and Laura Winter Falk, along with current members Doug Levine, Scott Wiggins, Cara
 23 Nichols, and Sue Stafford, who were renewing their terms.
 24

25 **Chair’s Report – Kelli Cartmill**
 26

27 Kelli invited new associate members Wylie Schwartz, Henry Granison, Michael Miller, and
 28 Theresa Hollister-Ball to introduce themselves to the group. She then circulated list of committee
 29 assignments for members to review. Anyone with questions should feel free to contact her.
 30

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31 **Staff Report – Nick Helmholdt**
32

- 33 • Matt Yarrow from TCAT will be joining the STPB as the new Transportation representative.
- 34 • The opening for the “Taughannock Giant” exhibit, which will be the first public event at the
35 new Tompkins Center for History & Culture, has changed to March 29-30th.
- 36 • Per a direct request from the City of Ithaca, the Tourism Program commented on its policy
37 prohibiting dogs on the Commons.

38
39 **Presentation: CVB 2018 Annual Report & 2019 Work Program – Peggy Coleman**
40

41 Peggy and her staff from the CVB talked in detail about their work over the course of 2018 and
42 plans for expanding on it, as well as taking on new initiatives, in 2019. A copy of the annual report
43 and work program can be found in the February agenda packet and on the STPB webpage.

44
45 She also shared that Jonathan Froelich would be moving on to a position with Cornell Catering.
46

47 **2019 ACOD Grant Award Recommendations – John Spence**
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49 John presented the Arts and Culture Organizational Development Grant (ACOD) recommendations
50 for 2019. In 2017, 10 organizations were approved for a two-year grant. At the end of 2018, the
51 recipients provided grant reports, which the ACOD panel reviewed and recommend for second-
52 year funding.

53
54 Action: Mike Mellor moved, and Scott Wiggins seconded, the 2019 ACOD Grant Award
55 Recommendations. Doug Levine and Brett Bossard abstained. Motion carried.
56

57 **Strategic Tourism Plan Activity – feedback on proposed Tourism Program Aims**

58 Members participated in an interactive group exercise designed to help with brainstorming and
59 elicit feedback on the Tourism Program Aims being considered for the next iteration of the County
60 Strategic Tourism Plan. Nick will gather and compile everyone’s feedback for inclusion in the
61 planning process.
62

63 **Member Announcements**
64

65 Members shared upcoming community events of possible interest to the group.
66

67 In closing, Kelli shared updated year-end room tax data that included figures for Maplewood.
68 Members can contact her for more details.
69

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