

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

1 **Date:** March 20, 2019
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY
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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	P	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	E	TC3
Baruch Whitehead	P	Arts-Culture
Scott Wiggins	P	At-Large
Andy Zepp	A	Recreation
<i>Martha Armstrong</i>	<i>P</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>Anna Kelles</i>	<i>P</i>	<i>TC Legislature, Non-Voting</i>
<i>John Spence</i>	<i>P</i>	<i>CAP, Non-Voting</i>
<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
<i>Matthew Yarrow</i>	<i>P</i>	<i>Transportation, Non-Voting</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>E</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>P</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>E</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>

8 **Guests:** Ronda Roaring, Erin Rafalowski, Michael Martineau (AdWorkshop)
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10 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed new Government
 11 Transportation representative Matt Yarrow to the meeting. No changes to the agenda.
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13 **Privilege of the Floor** – Ronda Roaring is helping to create a birding trail around Cayuga Lake.
 14 She passed around a sign-up sheet for people interested in joining the effort.
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16 **Approval of the February 2019 STPB Meeting Minutes**

17 **Action:** Brett Bossard moved approval of the Feb. 20, 2019 minutes. Josh Friedman seconded.
 18 Motion carried.
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20 **Chair’s Report – Kelli Cartmill**

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 22 Arts and Culture Committee have been hard at work revamping the ACOD grant program. A draft
 23 should be ready for review by the STPB in April.
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25 **Staff Report – Nick Helmholdt**

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 27 Nick thanked everyone who served on a grant review committee. We are almost done with 2018
 28 Annual Report and should have print copies to distribute at the April meeting.
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Community Celebrations Grant Panel Update– Carol Kammen

Carol Kammen, chair of the Community Celebrations Grant Review Committee and County Historian, provided an overview of the applications submitted in this round and thanked her fellow committee members and County staff for their support of the Community Celebrations program.

Action: Scott Wiggins made a motion, which Baruch Whitehead seconded, to recommend that the 2019 Spring Community Celebrations grant awards be approved for funding. Motion carried.

Combined Tourism Grant Panel Update– Michael Mellor

Committee chair Mike Mellor shared highlights from the committee’s discussion of the current round of grant applications. The committee recommended allocating all of the combined tourism grant funding for the year in this round, which means there will be no Fall 2019 grant round.

Action: Baruch Whitehead moved, and Ken Jupiter seconded, the Spring 2019 Tourism Project and Tourism Marketing and Advertising Grant award recommendations. Motion carried. Monika Roth and Rick Manning abstained.

CVB February and March Monthly Reports – Peggy Coleman

Peggy Coleman asked if members had questions regarding the February and March monthly reports, which were sent in the agenda packet. She spent the week prior to today’s meeting in Albany at legislative appointments to discuss various tourism-related issues, including parity in trade between NYS-based craft cideries and breweries and their counterparts in other states.

Presentation: 2018 Annual Search Report – Adworkshop

Mike Martineau of integrated marketing firm Adworkshop presented findings from their 2018 Search Engine Marketing Program for visitithaca.com. A copy of the report can be found online in the March agenda packet, but here are a few key takeaways from Mike’s presentation:

- Outdoor recreation is a top search term.
- Most visitors to the site are female and between the ages of 25-34.
- For the first time, searches performed on mobile devices outnumbered those done via desktop
- Google Ads did well, with the events campaign seeing a 20% click-through rate, which is much higher than the average benchmark of 4.68%.

Downtown 2030 Strategic Plan Tourism Elements – Gary Ferguson

Gary Ferguson provided an overview of the draft Downtown 2030 Strategic Plan. This plan, which is a subset of the City of Ithaca Comprehensive Plan and covers the years 2020-2030, focuses on the downtown business district. Gary summarized growth and development downtown from 2000 to 2020 in terms of housing, retail, and office space, and highlighted the many major projects that have been undertaken or soon will be.

Attendees then broke into smaller groups to brainstorm the following 3 questions: 1) What is missing from downtown that would help grow tourism or enhance the visitor experience? 2) How can we improve connectivity visually and physically between downtown and other tourist destinations? and 3) How can we enhance the retail experience for visitors?

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82 **Member Announcements**

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- 84 • Members shared information on events happening around town in March.
- 85 • The Agriculinary Tourism Conference held at Hotel Ithaca was a success and well attended.
- 86 • Katie Kutz has accepted a position as the director of sales for the new Canopy Hotel by Hilton.
- 87 • The Ithaca Native Landscape Symposium took place at Cinemapolis (March 1-2) and was also
- 88 very well received.
- 89 • Josh congratulated Gary Ferguson on being recognized at the Downtown Ithaca Alliance's
- 90 Annual Dinner for his years of service.

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92 Chair Kelli Cartmill adjourned the meeting at 4:30 p.m.