

Tompkins County Strategic Tourism Planning Board (STPB) Final Meeting Minutes

1 **Date:** June 19, 2019
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins Co. CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY
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5 **Attendees:**

| Name | ✓ | Representation |
|-------------------------|----------|------------------------------|
| Brett Bossard | A | Arts-Culture |
| Kelli Cartmill | P | Lodging |
| Laura Winter Falk | E | At-Large |
| Josh Friedman | A | Arts-Culture |
| Ken Jupiter | P | At-Large |
| Connie Kan | P | At-Large |
| Katie Kutz | A | 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 | P | Arts-Culture |
| Scott Wiggins | P | At-Large |
| Andy Zepp | P | Recreation |
| <i>Martha Armstrong</i> | <i>P</i> | <i>TCAD, Non-Voting</i> |
| <i>Peggy Coleman</i> | <i>P</i> | <i>Chamber, Non-Voting 7</i> |

| Name | ✓ | Representation |
|-------------------------------|----------|-----------------------------------|
| <i>Gary Ferguson</i> | <i>E</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>P</i> | <i>Associate Member</i> |
| <i>Henry Granison</i> | <i>P</i> | <i>Associate Member</i> |
| <i>Theresa Hollister-Ball</i> | <i>A</i> | <i>Associate Member</i> |
| <i>Carol Kammen</i> | <i>A</i> | <i>Associate Member</i> |
| <i>Michael Miller</i> | <i>P</i> | <i>Associate Member</i> |
| <i>Jon Reis</i> | <i>P</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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8 **Guests:** Ronda Roaring
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10 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting. A
 11 quick report and request for action by Ken Jupiter on behalf of the Planning & Evaluation Committee was
 12 added to the agenda.

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 14 **Privilege of the Floor** – Ronda Roaring voiced her support for and encouragement of the STPB’s efforts to
 15 get a Wayfinding Signage program up and running.
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17 **Action: Approval of the May 15, 2019 STPB Meeting Minutes** – Scott Wiggins moved approval of the draft
 18 May 2019 minutes. Andy Zepp seconded. Motion carried.
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20 **Chair’s Report – Kelli Cartmill**

21 Kelli asked everyone to keep an eye out for the sign-up sheet for the Strategic Tourism Plan Focus Areas
 22 working groups, which has been MIA since the last meeting.
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 24

25 **Staff Report – Nick Helmholdt**

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 27 • The STPB will meet in August this year, and results from the Visitor Profile Study will be available then.
 28 • The Fall 2019 Community Celebrations grant round opens July 8 with a deadline of Aug. 29.

Tompkins County Strategic Tourism Planning Board (STPB) Final Meeting Minutes

- 29 • Tompkins County Parks & Trails Network is meeting June 25 at (upper) Robert H. Treman State Park.
30 • Nick distributed an update on the Tompkins Festivals program.
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CVB May Monthly Report – Peggy Coleman

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34 Peggy Coleman shared highlights from the May report, which included several agricultural tourism events,
35 results of a three-month Atlas Obscura promotional campaign, and the hiring of David Walton as the CVB's
36 new Meeting and Conference Sales Manager.
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Presentation: Hospitality Workforce Development Annual Report – Julia Mattick and Jodi LaPierre

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40 Julia Mattick, executive director of Tompkins Workforce New York, and Jodi LaPierre, director of Visitor
41 Experience at the CVB, presented the 2018 Annual Report for the Hospitality Workforce Development
42 program. It included an overview of the history of the program as well as the thought process behind the
43 decision made to switch from the Hospitality Star training program to Visitor Journey A2D.
44

45 Julia and Jodi went over the A2D training process, which requires participants to complete seven online
46 modules and attend one class in-person, as well as goals for 2019 and successes achieved so far. They also
47 shared feedback from participants and statistics for June 2019.
48

49 Members suggested ideas for other modules and groups to target for outreach, including schools, people
50 of color, TCAT, bartenders, and airport staff. Julia said they are contemplating adding modules on the
51 China Welcome program and Downtown Ithaca. Jennifer Tavares remarked that front-line staff should
52 ideally be familiar with the Chamber of Commerce's "Live in Ithaca" initiative in case they encounter
53 visitors interested in relocating here. Sue Stafford said that a module based on topics and local amenities
54 of interest to people of color would be a great fit given the many students enrolled at TC3 from downstate.
55

56 Nick will send members the link to A2D training after the meeting. Peggy encouraged everyone to
57 participate. Further thought will be given to the idea of requiring grantees to undergo A2D training as well.
58

Budget Committee: Draft 2020 Tourism Program Budget

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61 Scott Wiggins gave an overview of how the Budget Committee came to its findings and recommendations,
62 which include two possible scenarios for the 2020 Tourism Program Budget:
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64 A: Maintain framework for budget lines as established in recent years.

65 B: Move \$100,000 from Tourism Project Grants (TPG) to the Wayfinding and Interpretive Signage Plan.
66

67 Here are some highlights from the subsequent Q&A session:
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69 • One long-term goal is for the CVB to take over the Tourism Marketing & Advertising (TMA) Grants; this
70 change is reflected in the decision to move 50% of funds for TMA to the CVB.

71 • This Wayfinding money would help leverage funds from other stakeholders, like the City of Ithaca.

72 • TPG recipients stand to benefit from good signage as well. They can also still draw from other funding
73 buckets, like ACOD and Tourism Capital Grants.

74 • Anna Kelles was concerned that cuts to the Beautification Program might affect staff. She and Nick will
75 speak in more detail following the meeting.
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Tompkins County Strategic Tourism Planning Board (STPB) Final Meeting Minutes

77 At the end of the discussion, members conducted a straw poll to vote for one of the two budget options.
78 There was unanimous support for Version B (reallocating \$100,000 in TPG funds to Wayfinding). The STPB
79 will vote on the draft 2020 Tourism Program Budget at the July 17th meeting.
80

Planning and Evaluation Committee Report and Request for Action – Ken Jupiter

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83 Peggy Coleman brought a NYS Recreational Trails grant program to the attention of the committee, and the
84 committee in turn was now asking the STPB to authorize the STPB chair and Tourism Program staff to write
85 letters of support for grant proposals submitted by Tompkins County organizations and municipalities.
86 Jennifer suggested amending the request to include applicants for any CFA tourism grants. -- want to
87 authorize chair and TP to write letters of supports for CFA tourism grant applicants.
88

89 **Action:** Andy Zepp made a motion, and Doug Levine seconded, to authorize the STPB chair and Tourism
90 Program staff to write letters of support for Tompkins County organizations and municipalities applying for
91 CFA tourism grant funding from New York State. Motion carried.
92

Member Announcements

- 94 • Members shared news of community events of interest, including Watermusic/Dancing on the Trail
95 (July 12), DJ Sunset Cruises aboard the *MV Teal*, and Open Farm Days (Aug. 10-11).
- 96 • Visit USA (UK) voted Ithaca one of 11 Great USA LGBT-friendly Places to Visit in 2019.
- 97 • Rogues Harbor Inn was bought back by the original owner. She is looking for a restaurant partner.
- 98 • Salt Point Brewing Co. is relocating across from the Lansing ball fields to open a brewery and taproom.
- 99 • The annual Ithaca Artists Market at Steamboat Landing will take place July 19.
- 100 • Paula Younger, executive director for government and community relations at Ithaca College will attend
101 STPB on Cara's behalf while she is out on maternity leave. Paula will also help facilitate monthly
102 meetings with the CVB.
- 103 • The State Theatre is the official rain location for Movies in the Park (hosted by Friends of Stewart Park).
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Strategic Tourism Plan – Focus Area breakout meetings

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107 Members spent the remainder of the meeting in small discussion groups to make some headway on
108 fleshing out the Focus Areas portion of the Strategic Plan.
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110 Chair Kelli Cartmill adjourned the meeting at 4:48 pm.