

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

1 **Date:** August 21, 2019
 2 **Time:** 3:00-5:00pm
 3 **Location:** Tompkins Co. 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	E	At-Large
Katie Kutz	E	At-Large
Doug Levine	P	Arts-Culture
Rick Manning	E	At-Large
Mike Mellor	E	At-Large
Cara Nichols	E	Ithaca College
Todd Parlato	E	At-Large
Barbara Romano	E	Cornell University
Monika Roth	P	Agriculture
Vacant	n/a	TC3
Baruch Whitehead	E	Arts-Culture
Scott Wiggins	E	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>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>E</i>	<i>Chamber, Non-Voting</i>
<i>Matthew Yarrow</i>	<i>E</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>A</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>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>

8 **Guests:** David Holder, Jodi LaPierre, David Walton, Sara Imes
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10 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting.

11 **Privilege of the Floor** – None

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 13 **Action: Approval of July 2019 STPB Meeting Minutes** – Minutes could not be approved due to lack of a
 14 quorum.

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

17 Sue Stafford stepped down from the STPB due to increased job responsibilities at TC3. Her colleague Deb
 18 Mohlenhoff, director of Community Outreach and Engagement, will replace her. Considering Sue’s 11
 19 years of service to the STPB, a small celebration in her honor will be held at a future board meeting.

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 21 **Staff Report – Nick Helmholdt**

22 Nick will present the 2020 Tourism Program budget to the Legislature’s Expanded Budget Committee on
 23 Sept. 9. STPB members are encouraged to attend the meeting.

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 25 **CVB Monthly Report – Peggy Coleman**

26 Peggy yielded her time to David Holder from JLL for the Visitor Profile Study presentation. Members are
 27 welcome to contact her with questions or comments about the monthly report.
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29 **2020 Tourism Promotion Agency Designation for ITCCVB – Peggy Coleman**

30 No quorum could be established so this item was removed from agenda.

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32 **Presentation: Visitor Profile Study – David Holder**

33 David Holder of JLL presented findings from the 2019 Visitor Profile Study, which garnered 2,070 total
34 combined responses (digital email survey, 1,400; intercept interviews, 670). Items of note: 2019 response
35 rate 38% higher than 2009-2010 study; repeat visitation remains high (over 75%); typical stay is 1-3 nights;
36 families with children comprise 38%.

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38 **Member Announcements**

- 39 • Members shared news of events happening in the community, including a group photography exhibit
40 titled “Aviation” curated and featuring photos by STPB associate member Jon Reis, the Gus Macker 3 on
41 3 Basketball Tournament, and Festival of Nations.
- 42 • Open Farm Days was a big success, with sales up for farmers.
- 43 • Ports of New York is hosting a centennial celebration of the Bouché family’s winemaking, which has
44 roots in France, on Sept. 22.
- 45 • South Hill Cidery will be opening its tasting room in the coming weeks.
- 46 • Finger Lakes Cider Week takes place Sept. 27-Oct. 6.

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48 Chair Kelli Cartmill adjourned the meeting at 4:56 pm.