

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

1 **Date:** September 25, 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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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	E	At-Large
Katie Kutz	P	At-Large
Doug Levine	E	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
Deb Mohlenhoff	E	TC3
Baruch Whitehead	E	Arts-Culture
Scott Wiggins	E	At-Large
Andy Zepp	P	Recreation
<i>Martha Armstrong</i>	<i>E</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>A</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>E</i>	<i>Associate Member</i>
<i>Theresa Hollister-Ball</i>	<i>E</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>E</i>	<i>Associate Member</i>
<i>Michael Miller</i>	<i>A</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:** Elizabeth Classen Ambrose, G. Lincoln Morse, Nick Lambrou, Costa Lambrou, Ronda Roaring, Joey
 9 Steinhagen

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 11 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting. Draft
 12 August minutes were distributed on paper, and their approval was added to the agenda.

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 14 **Privilege of the Floor** – Joey Steinhagen, founder and director of Running to Places Theatre Company,
 15 shared news of the development of the youth troupe’s new home in the Shops at Ithaca Mall and invited
 16 members to contact him and his staff for a tour of the facilities.

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 18 **Action: Approval of July and August 2019 STPB Meeting Minutes** – Brett Bossard moved approval of the
 19 July and August meeting minutes. Katie Kutz seconded. Motion carried.

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

22 Kelli shared a brief board recruitment update: two at-large and one arts-culture seats need to be filled.
 23 Candidates must reside in Tompkins County.

24
 25 **Staff Report – Nick Helmholdt**

26 Arts and Culture Organizational Development Grant cycle will run October 1 through the 31. A workshop
 27 for perspective applicants is scheduled for October 8.

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29 **CVB Monthly Report – Peggy Coleman**

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31 Peggy shared highlights from the report, including spotlight events for Finger Lakes Cider Week and
32 updated stats for programs like Visitor A2D Journey. JLL just sent her a revised draft of Visitor Profile Study,
33 which she is reviewing.

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35 **Community Celebrations Fall 2019 Grant Panel Update – Brett Bossard**

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37 The committee received nine Community Celebrations grant applications, six of which it recommended for
38 funding. Two were not recommended for grants, and Nick reached out to applicants with constructive
39 feedback from the committee. A third applicant was encouraged to reapply in the Spring 2020 grant cycle.

40

41 **Action:** Brett Bossard made a motion to recommend funding of the Fall 2019 slate of Community
42 Celebrations Grant awards. Ken Jupiter seconded. Motion carried.

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44 **Presentation: City Harbor public access – City Harbor Waterfront Development Team**

45 Elizabeth Classen Ambrose, G. Lincoln Morse, and Nick and Costa Lambrou, along with other members of
46 their team, spoke to the STPB about the City Harbor project. In particular, their presentation and the
47 subsequent Q&A discussion with board members focused on public access to the waterfront and features
48 of the project of interest to the tourism sector. The City Harbor team was grateful for the extensive
49 feedback and encouraged board members to reach out post-meeting via email with further thoughts or
50 comments.

51

52 **Strategic Tourism Plan Steering Committee Update – Nick Helmholdt**

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54 Committee is integrating contents of Visitor Profile Study into draft plan, which will be ready for review by
55 entire STPB shortly. Next steps will involve finalizing content. The committee is working to produce a draft
56 plan ready for public comment by the end of the year.

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58 **Member Announcements**

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60 Board members shared news of events and other announcements of interest to the group. Ronda Roaring
61 spoke briefly about the Lab of Ornithology's Migration Day.

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63 Chair Kelli Cartmill adjourned the meeting at 4:40 pm.