

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

1 **Date:** October 16, 2019  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** Tompkins Co. 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	E	At-Large
Josh Friedman	E	Arts-Culture
Ken Jupiter	E	At-Large
Connie Kan	P	At-Large
Katie Kutz	E	At-Large
Doug Levine	P	Arts-Culture
Rick Manning	P	At-Large
Mike Mellor	E	At-Large
Cara Nichols	P	Ithaca College
Todd Parlato	E	At-Large
Barbara Romano	E	Cornell University
Monika Roth	E	Agriculture
Deb Mohlenhoff	P	TC3
Baruch Whitehead	A	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>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>E</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>A</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>

8 **Guests:** Ronda Roaring, Dan Cogan (City of Ithaca Chief of Staff), Julie Holcombe (City Clerk)  
 9

10 **Opening Remarks/Changes to the Agenda** – Kelli welcomed members and guests to the meeting.

11 **Privilege of the Floor** – None

12 **Action: Approval of September 2019 STPB Meeting Minutes** – No quorum.

13  
 14 **Chair’s Report – Kelli Cartmill**

15 Kelli read a resolution in honor of Sue Stafford and thanked her for her years of service to the STPB. A  
 16 paver bearing Sue’s name will be added to the Cayuga Lake Waterfront Trail at a later date.  
 17

18 **Staff Report & Q3 Room Tax Report – Nick Helmholdt**

19 Member applications are due by October 31. Nick provided overview of third-quarter tax report.  
 20 Anna K: Requested anecdotes on lost hotel business to share with legislators. Update was given on  
 21 conference center.  
 22

23 **CVB Monthly Report – Peggy Coleman**

24 Peggy shared highlights from her team’s work over the last month, including a robust sales trip to Albany.  
 25

26 **Strategic Tourism Plan Steering Committee Update – Nick Helmholdt**  
 27  
 28

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

29 Nick gave an overview of background of Strategic Tourism Plan, which is required to be updated  
30 periodically vis-à-vis the County Comprehensive Plan. This version represents the third iteration (2021-  
31 2027). He reviewed the timeline, notable changes since last iteration, and next steps for completion.  
32 Andy Zepp suggested exploring the idea of integrating proposed outdoor recreation grant program with  
33 ACOD/Tourism Grants.  
34

### **Presentation: Special Events in the City of Ithaca – Dan Cogan and Julie Holcomb**

36  
37 Dan Cogan, chief of staff, and Julie Holcomb, city clerk, gave a presentation on the growth of special events  
38 hosted in the City of Ithaca and the impact city services and resources presented by them. Their talk and  
39 the subsequent Q&A discussion covered a range of topics, including public safety and emergency  
40 preparedness, protection of property, impact on non-participating public, limiting city's liability, permitting,  
41 and budgetary concerns.  
42

43 **Member Announcements** – None due to time constraints.  
44

45 Chair Kelli Cartmill adjourned the meeting at 5:08 pm.