

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

1 **Date:** December 18, 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 | E | At-Large |
| Connie Kan | P | At-Large |
| Katie Kutz | E | Lodging |
| Doug Levine | P | Arts-Culture |
| Rick Manning | P | At-Large |
| Mike Mellor | P | At-Large |
| Cara Nichols | P | Ithaca College |
| Todd Parlato | E | At-Large |
| Barbara Romano | P | Cornell University |
| Monika Roth | P | Agriculture |
| Deb Mohlenhoff | P | TC3 |
| Scott Wiggins | P | At-Large |
| Andy Zepp | P | Recreation |
| <i>Martha Armstrong</i> | P | <i>TCAD, Non-Voting</i> |
| <i>Peggy Coleman</i> | P | <i>Chamber, Non-Voting</i> |
| | | 7 |

| Name | ✓ | Representation |
|-------------------------------|---|-----------------------------------|
| <i>Gary Ferguson</i> | P | <i>DIA, Non-Voting</i> |
| <i>Anna Kelles</i> | E | <i>TC Legislature, Non-Voting</i> |
| <i>John Spence</i> | P | <i>CAP, Non-Voting</i> |
| <i>Jennifer Tavares</i> | E | <i>Chamber, Non-Voting</i> |
| <i>Matthew Yarrow</i> | P | <i>Transportation, Non-Voting</i> |
| <i>Ethan Ash</i> | A | <i>Associate Member</i> |
| <i>Jim Brophy</i> | A | <i>Associate Member</i> |
| <i>Erica Frenay</i> | A | <i>Associate Member</i> |
| <i>Henry Granison</i> | A | <i>Associate Member</i> |
| <i>Theresa Hollister-Ball</i> | A | <i>Associate Member</i> |
| <i>Carol Kammen</i> | A | <i>Associate Member</i> |
| <i>Michael Miller</i> | P | <i>Associate Member</i> |
| <i>Jon Reis</i> | P | <i>Associate Member</i> |
| <i>Wylie Schwartz</i> | P | <i>Associate Member</i> |
| <i>Nick Helmholdt</i> | P | <i>Staff</i> |
| <i>Kristin McCarthy</i> | E | <i>Staff</i> |
| | | |

8 **Guests:** Kelly Makosch, Greg Mezey, Ronda Roaring, Steve Stull
 9

10 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting.
 11

12 **Privilege of the Floor** – No one spoke.
 13

14 **Action: Approval of November 2019 STPB Meeting Minutes** – Josh Friedman made a motion to approve
 15 the November 20, 2019 draft meeting minutes, which Doug Levine seconded. Motion carried.
 16

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

18 Kelli thanked the entire board for all their hard work and dedication in 2019, welcomed new members
 19 Steve Stull, Kelly Makosch, and Greg Mezey, and distributed committee sign-up sheets to group.
 20

21 **Staff Report – Nick Helmholdt**

22
 23 Nick updated group on draft Strategic Tourism Plan and ACOD grant round applications.
 24

25 **CVB Monthly Report – Peggy Coleman**

26
 27 Peggy shared highlights from the latest monthly report, including publication of the annual visitor guide
 28 and preparations for Winter Recess.

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30 **Update: Nominating Committee– Cara Nichols**

31 Speaking on behalf of fellow committee members Deb Mohlenhoff and Katie Kutz, Cara relayed the
32 committee's recommendation that Kelli Cartmill and Brett Bossard continue to serve as STPB chair and vice
33 chair, respectively, in 2020.

34

35 **Action:** Cara Nichols moved to nominate Kelli Cartmill as chair and Brett Bossard as vice chair of the STPB
36 for 2020. Deb Mohlenhoff seconded the motion, which was passed by the members present.

37

38 **Update: Conference Center Working Group – Gary Ferguson**

39 Gary updated group on financing options for the conference center.

40

41 **Member Announcements**

42

43 Members shared news of local events of interest. Kelli reported that Cops, Kids & Toys is the nonprofit of
44 choice for Kilpatrick's Pub with a Purpose in January and February. She still has a few slots open for 2020
45 and welcomes recommendations.

46

47 **Recognition for Outgoing Members**

48

49 Group thanked outgoing members Martha Armstrong, Ken Jupiter, Michael Mellor, Baruch Whitehead, and
50 Andy Zepp for their service to the STPB and presented certificates of appreciation to those of them who
51 were present.

52

53 Chair Kelli Cartmill adjourned the meeting at 3:40 pm.