

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

1 **Date:** May 20, 2020
 2 **Time:** 3:00-5:00pm
 3 **Location:** Virtual Meeting – Zoom Video Conference
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Attendees:

Name	✓	Representation
Brett Bossard	P	Arts-Culture
Kelli Cartmill	P	Lodging
Laura Winter Falk	P	At-Large
Josh Friedman	E	Arts-Culture
Connie Kan	P	At-Large
VACANT	N/A	Lodging
Doug Levine	P	Arts-Culture
Kelly Makosch	P	At-Large
Rick Manning	E	At-Large
Erin Martea	P	At-Large
Greg Mezey	P	At-Large
Cara Nichols	P	Ithaca College
Todd Parlato	P	At-Large
Barbara Romano	P	Cornell University
Monika Roth	A	Agriculture
Deb Mohlenhoff	P	TC3
Steven Stull	P	Arts-Culture
Scott Wiggins	A	At-Large
Megan Barber	P	CAP, Non-Voting

Name	✓	Representation
Peggy Coleman	P	Chamber, Non-Voting
Gary Ferguson	P	DIA, Non-Voting
Anna Kelles	P	TC Legislature, Non-Voting
Heather McDaniel	P	TCAD, Non-Voting
Jennifer Tavares	P	Chamber, Non-Voting
Scot Vanderpool	E	Transportation, Non-Voting
Jim Brophy	E	Associate Member
Erica Frenay	A	Associate Member
Henry Granison	P	Associate Member
Ken Jupiter	P	Associate Member
Carol Kammen	A	Associate Member
Michael Miller	P	Associate Member
Jon Reis	A	Associate Member
Wylie Schwartz	P	Associate Member
Nick Helmholdt	P	TP Director
Kristin McCarthy	E	Staff

8 **Guests:** Kurt Anderson, Kendall Blizzard, Sarah Imes, Katie Kutz, Jodi LaPierre, Erin Rafalowski, Ronda
 9 Roaring, Ryan Shehu

10
 11 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting.
 12

13 **Action: Approval of February 2020 STPB Meeting Minutes** – Steven Stull made a motion to approve the
 14 February 19, 2020 draft meeting minutes, which Brett Bossard seconded. Barb Romano abstained due to
 15 absence from the meeting. Motion carried.

16
 17 **Privilege of the Floor** – No one from the public chose to speak.
 18
 19

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

21 Thank for joining. Grateful for support and help through the last few weeks. Hope all are well.
 22

23 Budget committee has been working to get a handle on situation – both current year and next year.
 24

25 Katie Borgella – clarified that 2021 budget may not be ready until July or August.
 26
 27
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30 **Staff Report – Nick Helmholdt**

31 Nick reported that one of the ten delinquent hotels has paid first quarter room tax. The county's finance
32 department is in touch with remaining delinquent hotels. He stated that the meeting is being recorded for
33 preparation of minutes.

34

35 **Presentation: CVB 2019 Annual Report – Peggy Coleman**

36 Kendall Blizzard, Sarah Imes, Katie Kutz, Jodi LaPierre, Erin Rafalowski, and Ryan Shehu joined Peggy
37 Coleman in the presentation of the annual report.

38

39 **Budget Committee – Josh Friedman**

40 The Budget Committee has prepared a comprehensive budget adjustment to address the room tax
41 revenue shortfall caused by the coronavirus pandemic. The committee developed a new projection for
42 2020 room tax revenue which is 39% lower than the original budgeted amount. Line items in the tourism
43 program budget were suspended or reduced by approximately 30%. The committee asked program
44 administrators to propose cuts to room tax funded initiatives to reduce expenditures by 30%.

45

46 The board discussed the state of the tourism program's fund balance and the county's agreement to fund
47 TCAD using room taxes.

48

49 **Action:** Josh Friedman made a motion to recommend the budget adjustment, which Steven Stull seconded.
50 Motion carried.

51

52 **Member Announcements**

53 Cara Nichols provided additional detail about Ithaca College's plans for the upcoming academic calendar.

54

55 Chair Kelli Cartmill adjourned the meeting at 4:32 pm.