

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

1 **Date:** February 17, 2021
 2 **Time:** 3:00-5:00pm
 3 **Location:** Virtual Meeting – Zoom Video Conference

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 5 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	<i>Megan Barber</i>	P	<i>CAP, Non-Voting</i>
Kelli Cartmill	P	Lodging	<i>Peggy Coleman</i>	P	<i>Chamber, Non-Voting</i>
Laura Winter Falk	P	At-Large	<i>Gary Ferguson</i>	E	<i>DIA, Non-Voting</i>
Josh Friedman	P	Arts-Culture	<i>Henry Granison</i>	P	<i>TC Legislature, Non-Voting</i>
Connie Kan	P	At-Large	<i>Heather McDaniel</i>	E	<i>IEAD, Non-Voting</i>
Arthur Keith	P	Lodging	<i>Jennifer Tavares</i>	P	<i>Chamber, Non-Voting</i>
Wendy Kobler	P	Ithaca College	<i>Vacant</i>	N/A	<i>Transportation, Non-Voting</i>
Doug Levine	E	Arts-Culture	<i>Jim Brophy</i>	A	<i>Associate Member</i>
Kelly Makosch	P	Recreation	<i>Erica Frenay</i>	E	<i>Associate Member</i>
Rick Manning	P	At-Large	<i>Ken Jupiter</i>	P	<i>Associate Member</i>
Erin Marteau	P	At-Large	<i>Carol Kammen</i>	A	<i>Associate Member</i>
Greg Mezey	P	At-Large	<i>Michael Miller</i>	P	<i>Associate Member</i>
Todd Parlato	P	At-Large	<i>Jon Reis</i>	P	<i>Associate Member</i>
Barbara Romano	P	Cornell University	<i>Wylie Schwartz</i>	E	<i>Associate Member</i>
Monika Roth	P	Agriculture	Nick Helmholdt	P	Tourism Program Director
Deb Mohlenhoff	P	TC3	Kristin McCarthy	P	TCDPS
Steven Stull	P	Arts-Culture			
Scott Wiggins	E	At-Large			

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 8 **Guests:** Erin Rafalowski, Kurt Anderson, Jodi LaPierre, Katie Kutz, Sarah Imes

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 10 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting. No
 11 changes to the agenda.

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 13 **Action: Approval of January 2021 STPB Meeting Minutes** – Kelly Makosch made a motion, which Steven
 14 Stull seconded, to approve the draft January minutes. Motion carried by members present.

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 16 **Privilege of the Floor** – No members of the public spoke.

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 18 **Chair Report – Kelli Cartmill** – Committees are being finalized. Tourism Recovery Committee held its first
 19 meeting and should be ready to report back to full STPB in March. Focus is on short-term tourism recovery
 20 initiatives and may involve cross-collaboration with other STPB committees.

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 22 **Staff Report – Nick Helmholdt** – Kristin will set up a recurring Zoom meeting for remainder of year and
 23 forward invite via email so STPB members can add it to their calendars. Henry Granison is the legislative
 24 liaison to the board for 2021. There is some movement at the state level on short term rental policy and
 25 regulations, which Nick and colleagues are keeping an eye on and will alert board to any substantial
 26 developments.

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28 **Presentation: CVB 2020 Annual Report – Peggy Coleman and Staff**

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30 Peggy and her team shared highlights from their work over the course of 2020. She reminded the audience
31 of the CVB’s overarching vision and mission and shared the ways in which she and her team pivoted and
32 adjusted to circumstances under NY Pause and NY Forward. Their marketing team leaned heavily in
33 inspirational messaging, promoting the county’s outdoor recreation access through print, digital and web.
34 The Visitor Experience team guided visitors thoughtfully and carefully to ensure they felt safe and enjoyed
35 their time here, efforts that helped as well to protect our community. PR and earned media campaigns
36 included virtual events, #wearamask video, and collaborations with I Love NY. Highlights from the sales
37 team included their work on the downtown Ithaca community conference center project, efforts to
38 strengthen even more the close relationships they have with clients and tour planners through quarterly
39 check-in emails and other measures, and a YouTube video promoting Ithaca as a college town destination
40 to Japanese clients.

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42 **Arts and Culture Organizational Development (ACOD) Grant Review Committee – Megan Barber**

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44 Megan thanked the STPB for its support of the ACOD program. She then provided a quick overview of the
45 program’s history and evolution in recent years, before sharing a few details on the grant panel and grant
46 review process. There was a total of 18 applications, 16 of which were recommended for funding. Total
47 funding available was \$186,000; total amount of funding requested was \$296,000.

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49 **Action:** Steven Stull made a motion, which Greg Mezey seconded, to recommend that the Arts and Culture
50 Organizational Development Awards for 2021 (\$185,600) be approved by the Tompkins County Legislature.
51 Motion carried by members present, with Brett Bossard and Erin Marteau abstaining.

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53 **Member Announcements** – Members shared news and events of interest, including updates on reunion
54 weekend at Cornell and Ithaca College, the Ithaca Loves Teachers Celebration, Stewart Park Centennial
55 Celebration, Experience the Finger Lakes collaboration with Thrillist’s “Roaming ‘20s RV caravan
56 promotion,” and a virtual webinar titled “2020 Vision, A Black Walden Pond and Other Musings” partially
57 sponsored by Ithaca Children’s Garden. Jennifer also shared that the Tompkins Chamber Foundation is
58 partnering with Tompkins to apply for a new microenterprise grant program through the NYS Office of
59 Community Renewal.

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62 Chair Kelli Cartmill adjourned the meeting at 4:16 pm.