

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

1 **Date:** May 18, 2022
 2 **Time:** 2:30-3:00pm
 3 **Location:** Small Tea Pavilion at Stewart Park, Ithaca, NY

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5 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	Teri Tarshus	P	At-Large
Kelli Cartmill	P	Lodging	Marian Levy Wilson	E	At-Large
Laura Winter Falk	E	At-Large	<i>Megan Barber</i>	P	<i>CAP, Non-Voting</i>
Josh Friedman	P	Arts-Culture	Peggy Coleman	P	Chamber, Non-Voting
Alexis Zaharis Grimm	E	Lodging	<i>Gary Ferguson</i>	P	<i>DIA, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Henry Granison</i>	E	<i>TC Legislature, Non-Voting</i>
Wendy Kobler	P	Ithaca College	<i>Heather McDaniel</i>	P	<i>Ithaca Area Economic Development</i>
Doug Levine	P	Arts-Culture	<i>Jennifer Tavares</i>	P	<i>Chamber, Non-Voting</i>
Kelly Makosch	P	Recreation	<i>Patty Poist</i>	P	<i>Transportation, Non-Voting</i>
Rick Manning	P	At-Large	<i>Carol Kammen</i>	A	<i>Associate Member</i>
Greg Mezey	A	At-Large	<i>Michael Miller</i>	E	<i>Associate Member</i>
Barbara Romano	P	Cornell University	<i>Jon Reis</i>	E	<i>Associate Member</i>
Monika Roth	P	Agriculture	<i>Chuck Tauck</i>	P	<i>Associate Member</i>
Deb Mohlenhoff	E	TC3	<i>Wylie Schwartz</i>	P	<i>Associate Member</i>
Steven Stull	P	Arts-Culture	Nick Helmholdt	P	Tourism Program Director
Jeremiah Swain	P	At-Large	Kristin McCarthy	P	TCDPS

6 **Guests:** Judith Rowe

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8 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Chair Brett Bossard called the meeting
 9 to order at 2:40pm. No changes to the agenda. No one spoke during privilege of the floor.

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11 **Action: Approval of April 2022 STPB Meeting Minutes** – The draft April 2022 minutes were approved as
 12 submitted (motion by Wendy Kobler, second by Monika Roth).

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14 **Chair’s Report – Brett Bossard**

15 Brett thanked everyone for coming and shared that he was excited for the diversity, equity, inclusion, and
 16 belonging training with Judith Rowe. He also thanked Rick Manning for his assistance with securing the
 17 Stewart Park Tea Pavilion for today’s meeting.

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19 **Staff Report – Nick Helmholdt**

20 Nick introduced new at-large members Teri Tarshus and Jeremiah Swain and welcomed them to the board.
 21 He reported that Suzanne Smith Jablonski was hired as executive director of the Downtown Ithaca
 22 Conference Center’s Local Development Corporation, and she will be presenting to the STPB at a future
 23 meeting. He also shared that the County is working on a space use agreement with the Tompkins Center for
 24 History and Culture, and that in June the STPB will hold a hybrid meeting at TCAT. More details on the latter
 25 will be forthcoming.

26

27 **Presentation: 2023 Draft Tourism Program Budget – Josh Friedman & Wendy Kobler, Budget Committee**

28 Josh and Wendy thanked the budget committee members for their efforts as well as the program
 29 administrators, all of whom presented their program’s case for funding thoroughly at the April 29. They
 30 directed members to the agenda packet for more details about the draft budget but shared a few highlights

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31 from the memo included within. Among these were recommendations to fund reserve account to the full
32 10%; increase funding for Arts and Cultural Organizational Development grants and Tompkins Outdoor
33 Grants as well as other programs; shift Tourism Program director salary and fringe benefits to the County
34 Administration line, which would free up roughly \$115,000 for other Tourism Program initiatives; and
35 increase budget for the CVB to assist with development of downtown community conference center and
36 workforce retention. The Q&A discussion covered various topics, including allocating funds for board
37 development and training, public sector funding, a possible market evaluation fund, the reserve and surplus
38 policy, and the 4% of room tax reserved for the downtown conference center. Next steps involve STPB
39 members reviewing the budget in closer detail and sending comments to the budget committee by May 31.
40 The STPB will vote on whether to recommend the 2023 draft budget at the June 15 meeting.

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42 **Adjournment** – Chair Brett Bossard adjourned the meeting at 3:00pm.