

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

1 **Date:** Nov. 16, 2022
 2 **Time:** 3:00-4:30pm
 3 **Location:** Statler Hotel, Taylor Room, 130 Statler Drive, Ithaca, NY 14850

AGENDA

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7 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	Teri Tarshus	P	At-Large
Kelli Cartmill	P	Lodging	Marian Levy Ware	P	At-Large
Laura Winter Falk	P	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	P	Lodging	<i>Gary Ferguson</i>	E	<i>DIA, Non-Voting</i>
David Harker	P	Ithaca College	<i>Vacant</i>		<i>TC Legislature, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Heather McDaniel</i>	E	<i>IAED, Non-Voting</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	E	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>
Deb Mohlenhoff	E	TC3	<i>Jon Reis</i>	E	<i>Associate Member</i>
Barbara Romano	A	Cornell University	<i>Wylie Schwartz</i>	E	<i>Associate Member</i>
Monika Roth	P	Agriculture	<i>Chuck Tauck</i>	P	<i>Associate Member</i>
Steven Stull	P	Arts-Culture	Nick Helmholdt	P	Tourism Program Director
Jeremiah Swain	E	At-Large	Kristin McCarthy	P	County Staff

8 **Guests:** Sara Hayes, Jordan Herson, Suzanne Smith Jablonski

9
10 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Chair Brett Bossard called the meeting
11 to order at 3:08pm. No changes to agenda. Attendees introduced themselves.

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13 **Action: Approval of Oct. 19, 2022 STPB Draft Minutes** – The draft October 2022 minutes were approved as
14 submitted (moved by Steven Stull, seconded by Kelly Makosch).

15
16 **Welcome and Introduction to the Statler Hotel** – *Marian Levy Ware*
17 Marian welcomed everyone to the Statler, sharing a few details about its background as the “premier hotel
18 that teaches” and offerings such as the hotel leadership development program and new educational track
19 in sales and marketing. She also spoke about her professional background and pending renovations and
20 technological upgrades to the facilities, and more.

21
22 **Chair’s Report** – *Brett Bossard*
23 Brett led the group in a moment of silence for Rep. Henry Granison.

24
25 **Staff Report** – *Nick Helmholdt*
26 Nick provided updates on Fall 2022 Tourism Grants, 2023 ACOD and Tompkins Outdoors Grants, Priority
27 Trails Strategy, Visitor Profile Study, STPB Nominating Committee, and more. Members should keep an eye
28 out for email regarding annual NYS Sexual Harassment Prevention Training.

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31 **Appoint Members of Nominating Committee**

32 **Action:** David Harker made a motion, which Greg Mezey seconded, to appoint Monika Roth, Deb
33 Mohlenhoff, and David Harker to the 2022 Nominating Committee for the Selection of 2023 STPB Officers.
34 Motion carried.

35
36 **Update: Ithaca Downtown Conference Center Construction** – *Sara Hayes, Hayes Strategy*

37 Sara updated group on the downtown conference center project. Her presentation covered the project
38 team (Lower Development Corporation, ASM Global, Vecino Development, Hayes Strategy); projected
39 opening dates; construction milestones, industry-related impacts such as escalating costs for materials,
40 labor constraints, supply chain issues, and scheduling delays, and included renderings of key features such
41 as outdoor landscaping and grand staircases. Q&A discussion covered various topics, including kitchen and
42 building electrification and plans for marketing and branding.

43
44 **Presentation: CVB Quarterly Report** – *Peggy Coleman and Jordan Herson, CVB*

45 Peggy shared highlights from the CVB's recent activities, including soft relaunch of visitithaca.com,
46 Agritourism Microgrants program, WinterPass collaboration with Cortland County, and the A2D Program.
47 She provided a quick overview of website traffic figures and various CVB staff activities, such as the sales
48 team attending in person trade shows and securing advance bookings. Next, Jordan reported on the
49 Waterfalls Challenge, which has proven to be an immensely popular feature with visitors and locals alike.
50 Her report and the subsequent discussion touched on pass sign-ups, engagement with visitors from
51 outside Tompkins County as well as New York State, remarketing capabilities, ability to customize
52 Bandwango platform for other initiatives, and more.

53
54 **Member Announcements**

55 Members shared upcoming events and other tourism-related items of interest to the community. These
56 included concerts at State Theatre, Ithaca College, Triphammer Arts, Trumansburg Conservatory of Fine
57 Arts, and Cayuga Chamber Orchestra, as well as the CAP-a-Palooza Art Sale, Small Business Saturday,
58 Chamber of Commerce Annual Auction, 50th Anniversary of the Ithaca Farmers Market in 2023, and an
59 Experience the Finger Lakes demonstration dinner at Coltivare highlighting South African wines and cuisine.
60 In other news, Ithaca College is in the Division 3 football playoffs and the Chamber and CVB have moved
61 into their new offices for the most part. Greg updated members on the Community Recovery Fund and
62 plans for a special election in January for Henry Granison's seat on the County Legislature. Everyone
63 thanked Marian for the generous hospitality shown by her and her staff.

64
65 **Adjournment** – Chair Brett Bossard adjourned the meeting at 4:25pm.