

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

1 **Date:** April 19, 2023
 2 **Time:** 3:00-4:30
 3 **Location:** Borg Warner Room, Tompkins County Public Library

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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 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>Mike Sigler</i>	P	<i>TC Legislature, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Heather McDaniel</i>	P	<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>Michael Miller</i>	P	<i>Associate Member</i>
Greg Mezey	P	At-Large	<i>Jon Reis</i>	A	<i>Associate Member</i>
Barbara Romano	P	Cornell University	<i>Wylie Schwartz</i>	A	<i>Associate Member</i>
Monika Roth	P	Agriculture	<i>Chuck Tauck</i>	P	<i>Associate Member</i>
Jason Sidle	A	TC3	Nick Helmholdt	P	Tourism Program Director
Steven Stull	P	Arts-Culture	Kristin McCarthy	P	County Staff
Jeremiah Swain	P	At-Large			

6 **Guests:** Jason Humphrey, Suzanne Smith Jablonski

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 8 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** –Chair Brett Bossard welcomed
 9 everyone to the meeting at 3:02pm. No changes to the agenda. Jason Humphrey, the new
 10 general manager of the downtown conference center, introduced himself to the group and
 11 shared a bit about his background, which included ties to Cornell and the local hospitality
 12 industry. There was a quick round of introductions.

13
 14 **Action: Approval of March 2023 STPB Draft Minutes** – The draft March 2023 minutes were
 15 approved as submitted (moved by Doug Levine, seconded by Ken Jupiter).

16
 17 **Chair’s Report** – *Brett Bossard*
 18 Brett thanked everyone who was able to attend the recent County Legislature meeting and shared
 19 that a vote on the Tourism Program budget adjustment had been postponed for a vote while
 20 County Attorney reviews everything. He also extended a big thank-you to legislators Mike Sigler
 21 and Greg Mezey for their support and remarks. Members discussed the debate over the budget
 22 adjustment, legal considerations, room tax law, need to educate legislators better on role of STPB
 23 and Tourism Program, correcting misinformation, and more.

24
 25 **Staff Report & Q1 2023 Room Tax Report** – *Nick Helmholdt*
 26 Nick reported on various committee meetings, NYS short term rental legislation, average room
 27 and occupancy rates, tax collection and delinquency, 2024 Tourism Program budget requests, and
 28 more. Members should reach out if they have access to in-person meeting spaces for STPB.

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30 **Q1 CVB Report** – *Peggy Coleman*

31 Peggy called into the meeting from Washington, D.C., where she was paying a visit to Sen. Chuck
32 Schumer’s office. She asked if anyone had questions about the report and shared a few highlights
33 about agricultural microgrants and other activities. She also reported on staffing changes.

34

35 **Tompkins Outdoors Grant Review Committee** – *Monika Roth*

36 On behalf of the committee, Monika shared their recommendations for the second round of the
37 Tompkins Outdoors Grant. Six organizations were invited to submit full applications, with grant
38 requests totaling \$87,904, and five were recommended for funding.

39

40 **Action:** Monika Roth made a motion, seconded by Laura Winter Falk, to recommend the 2023
41 Tompkins Outdoors grant awards be approved for funding. Motion carried with Kelly Makosch
42 abstaining.

43

44 **Member Announcements**

45 Members shared news and events of interest related to Triphammer Arts, Cayuga Chamber
46 Orchestra, Kitchen Theatre, Spring Writes Literary Festival, Ithaca Community Orchestra, Ithaca
47 Farmers Market, Chamber of Commerce, State Theatre, Ithaca Community Orchestra, Special
48 Olympics, and more. Everyone wished Greg Mezey a happy birthday.

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50 **Adjournment** – Vice chair Doug Levine adjourned the meeting at 4:33pm.