

Tompkins County Strategic Tourism Planning Board

Wednesday, July 21, 2021; 3:00pm – 5:00pm

Zoom Meeting ID: 940 8440 0162 – Password: 782239

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve June Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. Chair’s Report – Kelli Cartmill	3:05
4. Membership & Bylaws Committee – Kelli Cartmill	3:10
• ACTION – Recommend new voting member	
5. Staff Report & Q2 Room Tax Report – Nick Helmholdt	3:15
6. CVB Mid-Year Report – Peggy Coleman	3:25
7. 2022 Tourism Promotion Agency Designation – Peggy Coleman	3:55
• ACTION – Recommend TPA Designation for ITCCVB	
8. Presentation: Community Beautification Program – Mila Fournier	4:00
9. Tourism Recovery Committee Update – Kelli Cartmill	4:25
10. Member Announcements	4:30
11. Adjournment	

Agenda Packet

1. June draft STPB meeting minutes
2. Q2 Room Tax Report
3. CVB Mid-Year Report
4. Resolution for TPA Designation

No meeting in August. Next regular meeting on September 15.



MISSION: The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that *promote economic development* and *enhance the quality of life* in Tompkins County.

Meeting Access Notes

- Prior to joining the meeting, please ensure your Zoom profile has your correct name: <https://support.zoom.us/hc/en-us/articles/201363203-Customizing-your-Profile>
- Dial 646-558-8656 to join the meeting by telephone.