

# Tompkins County Strategic Tourism Planning Board

Wednesday, November 17, 2021; 3:00pm – 5:00pm

Zoom Meeting ID: 940 8440 0162 – Password: 782239

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve October 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. Staff Report – Nick Helmholdt	3:15
5. Membership & Bylaws Committee – Doug Levine	3:30
• ACTION – Appointment returning members	
6. Nominating Committee – Monika Roth	3:35
• ACTION – Nomination of Brett Bossard as 2022 Chair and Doug Levine as 2022 Vice Chair	
7. Budget Committee – Josh Friedman	3:50
• Proposed 2022 Budget Adjustment re: County Historian	
• Draft Budget Reserve and Surplus Policy	
8. Outdoor Recreation Committee – Rick Manning	4:10
• Update on Tompkins Outdoors Grant	
9. Member Announcements	4:25
10. Adjournment	

## Agenda Packet

1. October draft STPB meeting minutes
2. Memo: Initial Analysis of Short Term Rentals
3. Draft Budget Reserve and Surplus Policy (clean version and markup version)
4. Draft Tompkins Outdoors Grant Guidelines



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.

**Tompkins County Strategic Tourism Planning Board (STPB)  
Draft Meeting Minutes**

1 **Date:** October 20, 2021  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** Virtual Meeting – Zoom Video Conference

4  
 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	E	Arts-Culture	<i>Henry Granison</i>	P	<i>TC Legislature, Non-Voting</i>
Alexis Grimm	P	Lodging	<i>Heather McDaniel</i>	P	<i>IEAD, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Jennifer Tavares</i>	P	<i>Chamber, Non-Voting</i>
Connie Kan	E	At-Large	<i>Vacant</i>		<i>Transportation, Non-Voting</i>
Wendy Kobler	P	Ithaca College	<i>Jim Brophy</i>	A	<i>Associate Member</i>
Doug Levine	P	Arts-Culture	<i>Erica Frenay</i>	A	<i>Associate Member</i>
Kelly Makosch	P	Recreation	<i>Carol Kammen</i>	P	<i>Associate Member</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>
Todd Parlato	E	At-Large	<i>Wylie Schwartz</i>	P	<i>Associate Member</i>
Barbara Romano	P	Cornell University	Nick Helmholdt	P	Tourism Program Director
Monika Roth	P	Agriculture	Kristin McCarthy	P	TCDPS
Deb Mohlenhoff	A	TC3			
Steven Stull	P	Arts-Culture			

7 **Guests:** Kurt Anderson, Mila Fournier, Jordan Herson, Arthur Keith, Patty Poist, Chuck Tauck

8  
 9 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill called meeting to order at  
 10 3:00pm.

11  
 12 **Action: Approval of September 2021 STPB Meeting Minutes** – The draft September meeting  
 13 minutes were approved as submitted by members present.

14  
 15 **Privilege of the Floor** – None

16  
 17 **Chair’s Report – Kelli Cartmill**  
 18 Kelli thanked members who volunteered to serve on the 2022 Nominating Committee and then  
 19 asked board to vote to appoint them.

20  
 21 **Action:** Doug Levine moved to appoint Monika Roth, Greg Mezey, and Ken Jupiter to the 2022  
 22 STPB Nominating Committee. Steven Stull seconded the motion, which was passed by the  
 23 members present.

24  
 25 **Staff Report & Q3 Room Tax Report – Nick Helmholdt**

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26 Nick introduced and welcomed the board’s new Lodging representative, Alexis Zaharis Grimm. He  
27 next shared updates from the Tourism Program and highlights from the third quarter room tax  
28 report. Room tax collections for Q3 were above the amount forecasted, tax exempt sales were  
29 way down, demand for smaller lodging (including short term rentals) continues to grow, despite  
30 new 5% across the board tax rate, and most pandemic-related issues with tax delinquency have  
31 been resolved. In addition, Nick will give a presentation on short term rentals to the Housing and  
32 Economic Development Committee later this month, and pre-applications for ACOD grants are due  
33 October 28.

34

35 **Report: Community Celebrations Grant Review Committee – Carol Kammen**

36 Carol Kammen, chair of the Community Celebrations Grant Review Committee and County  
37 Historian, provided an overview of the applications submitted in this round and thanked her  
38 fellow committee members and County staff for their support of the Community Celebrations  
39 program. A total of \$7,050 in grants was awarded, with \$2,090 in unspent funds remaining.

40

41 **Action:** Kelly Makosch made a motion, which Steven Stull seconded, to recommend that the eight  
42 2021 Fall Community Celebrations grant awards be approved for funding. Doug Levine abstained.  
43 Motion carried.

44

45 **Report: Membership & Bylaws Committee – Doug Levine**

46 Doug Levine, on behalf of the Membership & Committee, gave a brief report on their interview  
47 with prospective at-large candidate Marian Levy Wilson and presented her for consideration for  
48 membership by the full STPB.

49

50 **Action:** Doug Levine moved to recommend Marian Levy Wilson (At-large) for appointment to the  
51 STPB. Ken Jupiter seconded the motion. Motion carried.

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53 **Report: Tourism Recovery Committee – Kelli Cartmill and Jordan Herson**

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55 Kelli introduced Jordan Herson, the CVB’s marketing and communications specialist, who shared  
56 the “Tompkins Together” winter campaign in support of hospitality workers in our community and  
57 asked STPB members for feedback. Her presentation and the subsequent Q&A discussion covered  
58 various topics, including plans for distribution, approach to campaign tone and branding, potential  
59 collateral such as posters, billboards, and coasters, synergies between print and social media  
60 channels, logo design, and launch dates.

61

62 Next, members discussed repurposing the unspent \$2,950 in Fall 2021 Community Celebrations  
63 grant funding for initiatives related to the Tourism Recovery Committee’s winter marketing  
64 campaign. Nick Helmholdt explained that the County Historian position will be funded through the  
65 County tax levy moving forward and not from the Tourism Program, thereby leaving an additional  
66 \$7,000 in room tax dollars to help make up for the temporary shift in Community Celebrations  
67 grants.

68

**Tompkins County Strategic Tourism Planning Board (STPB)**  
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69 **Action:** Brett Bossard moved, and Wendy Kobler seconded, to recommend that \$2,950 in unspent  
70 funds from the Fall 2021 Community Celebrations grant cycle be repurposed to support the CVB's  
71 winter marketing campaign. Motion carried by members present.

72

73 **Report: Convention and Visitors Bureau – Peggy Coleman and Jodi LaPierre**

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75 Peggy shared highlights from the CVB's third quarter report. While an uptick in COVID-19 cases  
76 tied to the Delta variant hindered some activities, such as motor coach tours and in-person  
77 meetings and conferences, leisure travel continues to trend well as do digital engagement figures,  
78 web stats, and visitation to the Overlook at Taughannock. The marketing team, which is back to  
79 full-time staffing, continues to rock, hosting travel writers to the area and planning and executing  
80 events for New York Cider Week. In other news, ground-breaking was held for Downtown  
81 Community Conference Center and CVB's new communications manager, Rob Montana, has  
82 joined the team.

83

84 Next, Jodi LaPierre, director of Visitor Experience for the CVB, gave a presentation on the myriad  
85 ways she and her team continue to strive to provide excellent customer service to visitors to our  
86 community as well as support various other areas of the CVB's mission to support and grow  
87 tourism in Tompkins County. She also recognized colleagues in the CVB's sales and marketing  
88 divisions who stepped up to help out during COVID-19 related staffing shortages. Highlights  
89 included public relations opportunities, travel guide requests, support for students and parents  
90 touring and relocating to area campuses, accessibility concerns at area venues, details about the  
91 extensive training required of Visitor Experience staff, data regarding sales of branded  
92 merchandising, and more. Her talk also dovetailed into a discussion among members regarding  
93 wayfinding and possibility of refocusing on that part of the strategic tourism plan in 2022.  
94 Attendees thanked Jodi and her team for their tireless efforts and saluted her for 25 years of  
95 service to the CVB and institutional knowledge.

96

97 **Member Announcements** – News was shared regarding various items, including the TCAT to Trails  
98 project, initiatives of the Finger Lakes Land Trust (FLLT) including plans to collaborate with the NYS  
99 Department of Environmental Conservation and other stakeholders to purchase the NYSEG Bell  
100 Station property in the Town of Lansing, events at the State Theatre, and an update on relocating  
101 the CVB/Tompkins Chamber of Commerce offices.

102

103 **Adjournment** – Chair Kelli Cartmill adjourned the meeting at 4:30pm.

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