

# Tompkins County Strategic Tourism Planning Board

Wednesday, December 16, 2020; 3:00pm – 5:00pm

Zoom Meeting ID: 928 1698 7132 – Password: 405438

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve November 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	3:10
5. Presentation: CVB 2021 Work Plan – Peggy Coleman	3:20
6. Conference Center Update on Operator Selection – Gary Ferguson	4:00
7. Nominating Committee – Monika Roth	4:10
• ACTION – Election of Chair and Vice Chair for 2021	
8. Member Announcements	4:20
9. Adjournment	

## Agenda Packet

1. November draft STPB meeting minutes
2. 2021 Committee Interest Form
3. 2021 Conflict of Interest Form



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 on a computer, please ensure your Zoom profile has your correct name: <https://support.zoom.us/hc/en-us/articles/201363203-Customizing-your-Profile>
- Please call the Department of Planning and Sustainability at 607-274-5560 for instructions to join the meeting by telephone.

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

1 **Date:** November 18, 2020  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** Virtual Meeting – Zoom Video Conference

4  
 5 **Attendees:**  
 6

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	Megan Barber	E	CAP, Non-Voting
Kelli Cartmill	P	Lodging	Peggy Coleman	P	Chamber, Non-Voting
Laura Winter Falk	P	At-Large	Gary Ferguson	P	DIA, Non-Voting
Josh Friedman	P	Arts-Culture	Anna Kelles	P	TC Legislature, Non-Voting
Connie Kan	A	At-Large	Heather McDaniel	P	TCAD, Non-Voting
Arthur Keith	P	Lodging	Jennifer Tavares	P	Chamber, Non-Voting
Wendy Kobler	P	Ithaca College	Scot Vanderpool	A	Transportation, Non-Voting
Doug Levine	P	Arts-Culture	Jim Brophy	A	Associate Member
Kelly Makosch	P	At-Large	Erica Frenay	A	Associate Member
Rick Manning	P	At-Large	Henry Granison	P	Associate Member
Erin Marteau	P	At-Large	Ken Jupiter	E	Associate Member
Greg Mezey	A	At-Large	Carol Kammen	A	Associate Member
Deb Mohlenhoff	E	TC3	Michael Miller	P	Associate Member
Todd Parlato	P	At-Large	Jon Reis	E	Associate Member
Barbara Romano	P	Cornell University	Wylie Schwartz	P	Associate Member
Monika Roth	P	Agriculture	Nick Helmholdt	P	Tourism Program Director
Steven Stull	P	Arts-Culture	Kristin McCarthy	P	TCDPS
Scott Wiggins	E	At-Large			

7 **Guests:** Kurt Anderson, Dominick Recckio

8  
 9 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting.

10  
 11 **Privilege of the Floor** – No one spoke.

12  
 13 **Action: Approval of October 2020 STPB Meeting Minutes** – Minutes were approved as submitted by the  
 14 members present.

15  
 16 **Chair's Report** – Kelli welcomed Wendy Kobler, Ithaca College representative, and Arthur Keith, Lodging  
 17 representative, to the board.

18  
 19 **Staff Report – Nick Helmholdt**

20 County Legislature voted to approve the 2021 budget.

21  
 22 **Q&A Discussion: NYS Covid-19 Travel Advisory – Dominick Recckio, TC Communications**

23 Dominick answered questions related to new COVID-19 Travel Advisory Guidelines issued by New York  
 24 State (<https://tompkinscountyny.gov/health/movingforwardphases#traveladvisory>). These covered  
 25 responsibilities of hotel and lodging staff and management in terms of ensuring out-of-state guests adhere  
 26 to guidelines, how county and state are tracking drive-in visitation, timeline for post-vaccine reopening,  
 27 county vaccine distribution plan, flu vaccine availability, how travel and lodging industry can help Health

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

28 Department deliver consistent COVID-19 message to visitors, type of COVID-19 test required for out-of-  
29 state travelers, assistance with HVAC compliance, enforcement of COVID-19 regulations required by  
30 county and state, and microcluster zone designations.

31

### **Update: Conference Center – Gary Ferguson**

32 The working group, which meets once or twice per week, is in the process of evaluating potential  
33 conference center operators and is assessing two operating teams in particular. Group is also collaborating  
34 closely with developer on construction drawings, has hired consulting firm Cini Little to assist with planning  
35 and design of food and beverage services and layout needs, and continues fine-tuning financing, including  
36 a switch to bond financing, and finalizing NYS grant requirements. The bill set forth by the City of Ithaca to  
37 establish a hotel room occupancy tax to support the Conference Center has been passed by the NYS  
38 Assembly and Senate and now awaits approval by the governor.

39

### **Membership & Bylaws Committee Update – Doug Levine**

40  
41 Committee introduced a change to the bylaws that would allow members to serve an optional third term.  
42 Questions covered how many STPB members historically have served for a couple of terms and then later  
43 returned, potential to negatively impact board's efforts to improve diversity, length of time required to  
44 properly be onboarded as a new member and come to understand the workings of the board, ways to  
45 promote equity and inclusion at the committee level, and ability to coach board members to serve as chair  
46 or co-chair through the extra time allotted by a third term.

47

### **Action items: Recommend amendment to STPB bylaws**

48  
49 Todd Parlato made a motion, which Kelly Makosch seconded, to recommend that the STPB revise its  
50 bylaws to extend term limits for board members to three consecutive terms of three years each. Motion  
51 carried by majority of members present. Steven Stull voted "no" and Erin Martea abstained.

52

### **Member Announcements** – Members shared news and events of interest to the group.

53

54

55

56

57

58

Chair Kelli Cartmill adjourned the meeting at 4:00 pm.

**CONFLICT OF INTEREST POLICY**  
**TOMPKINS COUNTY STRATEGIC TOURISM PLANNING BOARD**

*Adopted as an internal board policy via unanimous STPB vote, March 2009*

Tompkins County depends on volunteers to serve on its Strategic Tourism Planning Board (STPB). STPB members have varied backgrounds and interests. They are active in the community in their professional and private endeavors. Consequently, situations may arise that create a conflict of interest.

This policy applies to all current members of the STPB and all members of any advisory committee involved in the decision making process. It is expected that all persons subject to this policy will conduct themselves honestly and fairly when dealing with STPB business.

A conflict of interest is defined as an activity or interest of a Board member that may cause bias for or against a particular action being considered by the Board such as a grant request. A conflict of interest will be presumed when the Board member or household member has a formal affiliation or interest in an organization, which could expect funding from a particular decision.

Whenever a Board member identifies that a conflict of interest may exist with a funding request, policy decision, or any voting matter considered by the STPB or one of its Committees, the member will inform the STPB Chair or the Committee Chair of the conflict. The Board member may (or may not) participate in the discussion at the appropriate Chair's discretion, but will refrain from voting on the specific request.

At the beginning of each calendar year, current STPB members will complete the Annual Conflict of Interest Disclosure Form. The forms will be given to the Chair and kept on file by the Administrative Assistant of the STPB. This information will be made available to all members of the STPB.

**CONFLICT OF INTEREST DISCLOSURE FORM**  
**TOMPKINS COUNTY STRATEGIC TOURISM PLANNING BOARD**

*To be completed annually by all STPB members*

I recognize that in my capacity as a Member of the STPB that a conflict of interest may arise due to my employment or my relationship to other organizations or programs. I hereby disclose the following with whom I am affiliated.

ORGANIZATIONS

Organizations active in Tompkins County with whom I, or a household member, are affiliated as a Board Member, or in a decision making capacity:

Name of Organization	Affiliation
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

BUSINESSES

All local businesses in Tompkins County in which I, or a household member have ownership or employment that could potentially receive funds from the Tompkins County Tourism Program.

Name of Business	Affiliation
_____	_____
_____	_____
_____	_____

I certify that I have read, understand and agree to abide by STPB’s Conflict of Interest Policy and that the information provided above is accurate and true. If I or a household member experience a change in employment or any change in relationship with organizations or businesses which might cause a conflict of interest with the STPB, I will disclose this information to the Chair and amend this Conflict of Interest Disclosure Form.

_____	_____
Print Name	Seat Representation
_____	_____
Signature	Date

# Tompkins County Strategic Tourism Planning Board

## 2021 Committees

### **Standing Committees**

The responsibilities and membership for these committees are defined in the STPB bylaws.

#### Budget Committee

Members: TBD

Responsibility: Review room occupancy tax revenues and projections, evaluate budget proposals, and draft annual Tourism Program budget recommendations with Tompkins County staff support.

Meeting Times: dates TBD from April thru July

#### Membership & Bylaws Committee

Members: TBD

Responsibility: Recruit and recommend new STPB members and associate members and pursue board development initiatives as needed and recommend revisions to bylaws as needed.

Meeting Times: as required –interviews with board applicants in October & November

#### Nominating Committee

Members: TBD

Responsibility: Present a slate of officers for the next year.

Meeting Times: November

### **Focus Area Committees**

All other STPB committees must consist of at least two voting members of the STPB and may be created by the STPB chair.

#### Planning & Evaluation Committee

Members: TBD

Responsibility: Monitor, encourage, and support the implementation of the Strategic Tourism Plan. The committee also supports the program evaluation efforts of County staff by providing guidance and feedback on evaluation processes and metrics. The committee also periodically helps oversee the work of outside planning and evaluation consultants.

Meeting Times: Monthly on 3rd Wednesday, 1:45 -2:45 pm (before STPB)

### Agriculinary Tourism Committee

Members: TBD

Responsibility: Provide support for the implementation of the Agriculinary Tourism Implementation Plan.

Meeting Times: approximately monthly

### Outdoor Recreation Committee

Members: TBD

Responsibility: Provide support for the implementation of the Outdoor Recreation Tourism Implementation Plan.

Meeting Times: as needed

### Arts & Culture Tourism Committee

Members: TBD

Responsibility: Advise STPB on matters relating to Arts & Culture

Meeting Times: as needed

### Transportation & Connectivity Committee

Members: TBD

Responsibility: Advise STPB on matters relating to transportation.

Meeting Times: as needed

### Conference Center Advisory Committee

Members: TBD

Responsibility: Provide guidance regarding the development of local meeting facilities.

Meeting Times: as needed – frequency may increase due to conference center project

### Festivals Committee

Members: TBD

Responsibility: Review and guide the work of the DIA festivals staff as it prepares the guidelines, and the informational/educational activities that will enhance the sustainability and tourism impact of the many festival activities that take place in the county.

Meeting Times: as needed – approximately twice per year.

## **Grant Review Committees**

Grant review committees are responsible for reviewing grant proposals and developing funding recommendations based on criteria established by the STPB.

### Arts & Cultural Organizational Development Grant Review Committee

Members: TBD

Responsibility: Evaluate applications for ACOD Grants and present funding recommendations to the STPB.

Meeting Times: dates TBD in November and/or December

### Community Celebrations Grant Review Committee – SUSPENDED 2021

Members: N/A

Responsibility: Evaluate Community Celebrations Grant applications and present funding recommendations to the STPB.

Meeting Times: dates TBD in March and September

### Combined Tourism Grant Review Committee – SUSPENDED 2021

Members: N/A

Responsibility: Evaluate applications for Tourism Project Grants and Tourism Marketing & Advertising Grants and present funding recommendations to the STPB.

Meeting Times: dates TBD in March and September

### Tourism Capital Grant Review Committee– SUSPENDED 2021

Members: N/A

Responsibility: Evaluate applications for Tourism Capital Grants and present funding recommendations to the STPB.

Meeting Times: date TBD in April

### Strategic Tourism Implementation Grant Review Committee– SUSPENDED 2021

Members: N/A

Responsibility: Evaluate letters of interest and applications for Strategic Tourism Implementation Grants and present funding recommendations to the STPB.

Meeting Times: as needed



**2021 STPB Committee Member Sign Up**

Committee chairs are appointed by the STPB Chair, except the Nominating Committee chair, who is chosen by vote of Nominating Committee members. Please fill out the table below and return to Nick by December 31, 2020.

Committee Name	Initial here if you are willing to serve as the Committee Chair	Initial here if you are willing to serve as a Committee Member
Budget		
Membership & Bylaws		
Nominating		
Planning & Evaluation		
Agriculinary Tourism		
Outdoor Recreation		
Arts & Culture		
Transportation & Connectivity		
Conference Center		
Festivals		
ACOD Grant Review		