

# Tompkins County Strategic Tourism Planning Board

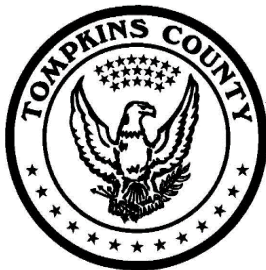
Wednesday, August 21, 2019; 3:00pm – 5:00 pm

**Tompkins County Chamber of Commerce/CVB, 904 East Shore Drive, Ithaca, NY**

<b>AGENDA</b>	<b>Start</b>
1. STPB Meeting Minutes	3:00
• ACTION – Approve July 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. CVB Monthly Report – Peggy Coleman	3:15
6. 2020 Tourism Promotion Agency Designation – Peggy Coleman	3:20
• ACTION – Recommend TPA Designation for ITCCVB	
7. Presentation: Visitor Profile Study – David Holder	3:30
8. Member Announcements	4:30
9. Strategic Tourism Plan – Focus Area breakout meetings	4:40
10. Adjournment	5:00

## **Agenda Packet**

1. July 2019 Draft STPB Meeting Minutes
2. CVB Monthly report (distributed at meeting)
3. Visitor Profile Study (to be sent under separate cover)
4. Resolution for TPA Designation



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.

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

1 **Date:** July 17, 2019  
 2 **Time:** 3:00-4:30pm  
 3 **Location:** Tompkins Co. CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY  
 4

5 **Attendees:**

Name	✓	Representation
Brett Bossard	P	Arts-Culture
Kelli Cartmill	P	Lodging
Laura Winter Falk	P	At-Large
Josh Friedman	P	Arts-Culture
Ken Jupiter	P	At-Large
Connie Kan	P	At-Large
Katie Kutz	P	At-Large
Doug Levine	P	Arts-Culture
Rick Manning	P	At-Large
Mike Mellor	P	At-Large
Cara Nichols	E	Ithaca College
Todd Parlato	P	At-Large
Barbara Romano	P	Cornell University
Monika Roth	P	Agriculture
Sue Stafford	E	TC3
Baruch Whitehead	P	Arts-Culture
Scott Wiggins	A	At-Large
Andy Zepp	E	Recreation
<i>Martha Armstrong</i>	<i>P</i>	<i>TCAD, Non-Voting</i>
<i>Peggy Coleman</i>	<i>P</i>	<i>Chamber, Non-Voting 7</i>

Name	✓	Representation
<i>Gary Ferguson</i>	<i>P</i>	<i>DIA, Non-Voting</i>
<i>Anna Kelles</i>	<i>P</i>	<i>TC Legislature, Non-Voting</i>
<i>John Spence</i>	<i>P</i>	<i>CAP, Non-Voting</i>
<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
<i>Matthew Yarrow</i>	<i>P</i>	<i>Transportation, Non-Voting</i>
<i>Ethan Ash</i>	<i>A</i>	<i>Associate Member</i>
<i>Jim Brophy</i>	<i>A</i>	<i>Associate Member</i>
<i>Erica Frenay</i>	<i>A</i>	<i>Associate Member</i>
<i>Henry Granison</i>	<i>P</i>	<i>Associate Member</i>
<i>Theresa Hollister-Ball</i>	<i>P</i>	<i>Associate Member</i>
<i>Carol Kammen</i>	<i>A</i>	<i>Associate Member</i>
<i>Michael Miller</i>	<i>P</i>	<i>Associate Member</i>
<i>Jon Reis</i>	<i>E</i>	<i>Associate Member</i>
<i>Wylie Schwartz</i>	<i>P</i>	<i>Associate Member</i>
<i>Nick Helmholdt</i>	<i>P</i>	<i>Staff</i>
<i>Kristin McCarthy</i>	<i>E</i>	<i>Staff</i>

8 **Guests:** Paula Younger (on behalf of Cara Nichols), David Walton, Ronda Roaring, Sarah Imes  
 9

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

11 **Privilege of the Floor** – No comments.

12  
 13 **Action: Approval of the June 19, 2019 STPB Meeting Minutes** – Brett Bossard moved approval of the draft  
 14 June 2019 minutes. Monika Roth seconded. Motion carried.  
 15

16 **Chair’s Report – Kelli Cartmill**

17 Kelli added a report by the Strategic Tourism Implementation (STI) Grant Review Committee, along with a  
 18 related request for action, to the meeting agenda.  
 19

20 **STI Grant Review Committee Report and Request for Action on Grant Application – Ken Jupiter**

21 This committee met recently to discuss an STI Grant application submitted by the Convention and Visitors  
 22 Bureau (CVB) for \$33,896 in funding to hire consulting firm Civitas to assist Tompkins County in creating a  
 23 Tourism Investment District (TID). Given that several committee members could not attend the meeting, a  
 24 few other STPB representatives participated in the deliberations, including Laura Winter Falk, Henry  
 25 Granison, and Sue Stafford (via phone).  
 26

27 **Action:** Ken Jupiter made a motion, which Josh Friedman seconded, to recommend that \$33,896 in STI  
 28 Grant funds be awarded to the CVB to hire Civitas to assist with the formation of a TID in downtown Ithaca.

# **Tompkins County Strategic Tourism Planning Board (STPB)**

## **Draft Meeting Minutes**

29 **Staff Report and Q2 Room Tax Report – Nick Helmholdt**

- 30 • STPB Outdoor Recreation Committee is meeting at 2:00pm on July 25<sup>th</sup> at Finger Lakes Land Trust.
- 31 • Tompkins Center for History and Culture is hosting a donor celebration July 23, from 5:00 to 7:00 p.m.
- 32 They need to raise about 8%, or \$142,000, to reach goal of \$1,750,000.
- 33 • The Paddle, Pedal & Play Fest has been rescheduled for Saturday, Sept. 14. The board of the Cayuga
- 34 Lake Wine Trail withdrew its request for a Tourism Project Grant for Spring 2019.

35

36 In Q2, \$782,432 in room tax was collected. County is on pace to hit the 2019 room tax budget. There was

37 substantial growth in tax paid by small establishments of 10 or fewer rooms (\$25K).

38

39 **CVB Mid-year Report – Peggy Coleman**

40 Peggy distributed copies of the CVB's Mid-year Report for 2019 and shared highlights with the group. She

41 also introduced David Walton, the bureau's new meeting and conference sales manager, who spoke a few

42 words about his background. In addition, Peggy expressed her appreciation to Michael Miller and the

43 Ithaca Reggae Fest team for the warm welcome they extended to David and his family. Sarah Imes, the

44 CVB's tour and travel manager, was also in attendance.

45

46 **Conference Center Advisory Committee Report & Request for Action – Jennifer Tavares & Gary Ferguson**

47 A resolution expressing STPB support for a conference center in downtown Ithaca was distributed to the

48 group for review and recommendation. It was an addition to the original meeting agenda. Jennifer and

49 Gary gave an overview of the resolution and the reasoning behind the need to pass it.

50

51 **Action:** Brett Bossard made a motion to recommend the passage of an STPB resolution in support of a

52 Downtown Ithaca Community Conference Center. The motion, which was seconded by Ken Jupiter, passed.

53

54 **Budget Committee Report and Request for Action – Kelli Cartmill**

55 Kelli presented the Budget Committee's report on behalf of Scott Wiggins, who could not attend the

56 meeting. Monika Roth expressed her disagreement with the decision to cut funding for the Beautification

57 Program

58

59 **ACTION** – A motion was made by Baruch Whitehead, and seconded by Ken Jupiter, to recommend the 2020

60 Tompkins County Tourism Program Budget for adoption. Motion carried.

61

62 **Guest Presentation – Ronda Roaring**

63 Ronda Roaring, editor of Ilovethefingerlakes.com, gave a slideshow presentation on paddling the

64 waterways of the City of Ithaca.

65

66 **Member Announcements**

67 Members shared news of tourism-related events and other happenings around the County.

68

69 **Strategic Tourism Plan – Focus Area breakout meetings**

70 Members broke into small discussion groups to work on developing the Focus Area sections of the draft

71 2021-2027 Tompkins County Strategic Tourism Plan.

72

73 Chair Kelli Cartmill adjourned the meeting at 4:48 pm.

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## Designation of Tourism Promotion Agency for State

WHEREAS, the Tompkins County Department of Planning and Sustainability in its administrative function for tourism matters is qualified to recommend the appropriate agency for official Tourism Promotion Agency (TPA) designation, and

WHEREAS, the Strategic Tourism Planning Board has reviewed the matter with appropriate agency representatives, and

WHEREAS, Tompkins County has historically been a major attractor of visitors to the Finger Lakes region of New York State and experiences significant economic benefit from tourism as a result, and

WHEREAS, to obtain certain New York State funding, counties must designate a TPA, and

WHEREAS, Tompkins County has a contract with the Tompkins County Chamber of Commerce for the period of January 1, 2019 through December 31, 2023 to provide destination marketing services for Tompkins County through the Ithaca Tompkins County Convention and Visitors Bureau (ITCCVB), now therefore be it

RESOLVED, on recommendation of the Housing and Economic Development Committee, That the Tompkins County Chamber of Commerce and its Ithaca/Tompkins County Convention and Visitor's Bureau (ITCCVB) be granted the official TPA designation for Tompkins County for State Fiscal Year 2020, and

RESOLVED, further, that the President & CEO or the Vice President, Tourism & Community Relations of the Tompkins County Chamber of Commerce report to the appropriate Legislative Committee if change occurs in state tourism funding requirements.

**SEQR ACTION:** TYPE II-26

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