

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

1 **Date:** February 19, 2020
 2 **Time:** 3:00-5:00pm
 3 **Location:** Tompkins Co. CVB/Chamber of Commerce, 904 E. Shore Drive, Ithaca NY
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Attendees:

Name	✓	Representation
Brett Bossard	P	Arts-Culture
Kelli Cartmill	P	Lodging
Laura Winter Falk	P	At-Large
Josh Friedman	P	Arts-Culture
Connie Kan	P	At-Large
VACANT	N/A	Lodging
Doug Levine	E	Arts-Culture
Kelly Makosch	P	At-Large
Rick Manning	E	At-Large
Erin Martea	E	At-Large
Greg Mezey	P	At-Large
Cara Nichols	P	Ithaca College
Todd Parlato	P	At-Large
Barbara Romano	A	Cornell University
Monika Roth	P	Agriculture
Deb Mohlenhoff	P	TC3
Steven Stull	P	Arts-Culture
Scott Wiggins	E	At-Large
Megan Barber	P	CAP, Non-Voting

Name	✓	Representation
Peggy Coleman	P	Chamber, Non-Voting
Gary Ferguson	P	DIA, Non-Voting
Anna Kelles	A	TC Legislature, Non-Voting
Heather McDaniel	A	TCAD, Non-Voting
Jennifer Tavares	P	Chamber, Non-Voting
Scot Vanderpool	E	Transportation, Non-Voting
Jim Brophy	A	Associate Member
Erica Frenay	A	Associate Member
Henry Granison	P	Associate Member
Ken Jupiter	P	Associate Member
Carol Kammen	A	Associate Member
Michael Miller	P	Associate Member
Jon Reis	A	Associate Member
Wylie Schwartz	P	Associate Member
Nick Helmholdt	P	TP Director
Kristin McCarthy	E	Staff

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8 **Guests:** Ronda Roaring, Katie Kutz

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

10 **Privilege of the Floor** – No one from the public chose to speak.

11 **Action: Approval of February 2020 STPB Meeting Minutes** – Greg Mezey made a motion to approve the
 12 January 15, 2020 draft meeting minutes, which Steven Stull seconded. Motion carried. [Discussion noted
 13 that Steven’s title had been incorrect in original draft minutes disseminated to group; he was listed as at-
 14 large instead of arts-culture. His correct title appears in the approved version.]

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

17 Katie Kutz has accepted the position of meeting and conference sales manager at the CVB. She will be
 18 unable to serve as a lodging representative on the STPB moving forward. Kelli encouraged members to
 19 forward recommendations for Katie’s replacement, adding that her departure from board leaves a vacancy
 20 on the Membership/Nominating Committee. Anyone interested in joining should reach out to Kelli or Nick.
 21 Kelli recognized John Spence for his many contributions to STPB. There was some discussion on downtown
 22 conference center and combating misinformation.

23
 24 **Staff Report – Nick Helmholdt**

25 Preliminary budget meetings will get underway earlier this year. Goal is to have draft budget to STPB in
 26 May and a final budget ready for a vote in June. Nick briefly touched on revised room tax numbers that
 27 were sent to board since January meeting and reviewed basics of budget adjustment request included in
 28 today’s agenda.

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30 **Action:** Brett Bossard moved to recommend the proposed budget adjustments to bring unspent funds
31 from 2019 into the 2020 Tourism Program budget:

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33	Tourism Capital Grants	\$44,326
34	Community Celebration Grants	\$1,162
35	Tourism Project Grants	\$3,014
36	STI Grants	\$12,650
37	ACOD Grants	\$600
38		

39 Kelly Makosch seconded. Motion carried.

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41 **Strategic Tourism Plan Steering Committee Update – Nick Helmholdt**

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43 Members were given opportunity to provide feedback on document. Kelli thanked members of the
44 steering committee, and Brett gave kudos to designer Torri Bennington of Westhill Graphics for an
45 impressive final product.

46

47 **Action:** Josh Friedman moved to recommend the final draft of the Strategic Tourism Plan, 2021-2027, for
48 endorsement by the Tompkins County Legislature. Steven Stull seconded the motion, which passed.

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50 **Arts and Culture Organizational Development (ACOD) Grant Review Committee – John Spence**

51

52 John Spence introduced Megan Barber, his replacement as executive director of Community Arts
53 Partnership. He then provided background on the lengthy re-evaluation of the ACOD program over the
54 past year, which included revising grant guidelines and incorporating improved mechanisms for capturing
55 grantee feedback. Program received \$432,000 in grant requests for \$267,000 in funding. John gave an
56 overview of the review process, including the key indicators committee looked for when evaluating
57 applications, such as impact on local tourism sector and economy in general, local quality of life,
58 administrative capacity, clarity of funding requests, and proposed marketing and advertising efforts.
59 Q&A discussion touched on a variety of topics, such as contract length, broadening of applicant pool, and
60 logistics of capturing visitor information.

61

62 **Action:** A motion by Steve Stull, which Monika Roth seconded, was made to recommend that the Arts and
63 Culture Organizational Development Awards for 2020 (\$267,000) be approved by the Tompkins County
64 Legislature. Brett Bossard abstained.

65

66 **Presentation: Bed and Breakfast and Vacation Rental Association of Greater Ithaca – Inez Vermaas**

67 Inez Vermaas gave a talk on the bed and breakfast and vacation rental market in our area, in particular the
68 tremendous impact of Airbnb. She delineated the differences between registered bed and breakfast
69 establishments, vacation rentals, and Airbnb, such as insurance, room tax payments, and code inspection
70 requirements, as well as the blurring of boundaries between these markets. Discussion covered evolution
71 of lodging market, possible state mandated regulations, viability of health and safety code enforcement if
72 it becomes required of short-term rentals, affordable housing, role of STPB, and other concerns.

73

74 **Presentation: CVB Q4 2019 Report – Peggy Coleman**

75 Peggy reviewed highlights from the report, including conference center updates, substantial increase in
76 traffic to visitithaca.com, cider-related press coverage, collaborations with I Love NY, CVB staff
77 development milestones, plans for February 2020 Winter Recess Teacher Festival, A2D hospitality training
78 program, and other topics.

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80 **2020 Board Goal Development – Kelli Cartmill**

81 Kelli asked committees to forward their goals for 2020 to Nick by March 11 for discussion at the March
82 18th meeting.

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84 **Member Announcements**

85 Members shared news of upcoming events and other items of interest.

86

87 Chair Kelli Cartmill adjourned the meeting at 4:58 pm.