

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

1 **Date:** July 15, 2020  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** Virtual Meeting – Zoom Video Conference  
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**Attendees:**

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

Name	✓	Representation
<i>Megan Barber</i>	<i>P</i>	<i>CAP, Non-Voting</i>
<i>Peggy Coleman</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
<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>Heather McDaniel</i>	<i>E</i>	<i>TCAD, Non-Voting</i>
<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
<i>Scot Vanderpool</i>	<i>E</i>	<i>Transportation, Non-Voting</i>
<i>Jim Brophy</i>	<i>A</i>	<i>Associate Member</i>
<i>Erica Frenay</i>	<i>E</i>	<i>Associate Member</i>
<i>Henry Granison</i>	<i>P</i>	<i>Associate Member</i>
<i>Ken Jupiter</i>	<i>E</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>P</i>	<i>Associate Member</i>
<i>Wylie Schwartz</i>	<i>P</i>	<i>Associate Member</i>
<i>Nick Helmholdt</i>	<i>P</i>	<i>TP Director</i>

7 **Guests:** Kurt Anderson, Yamila Fournier  
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9 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the meeting.  
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11 **Action: Approval of May 2020 STPB Meeting Minutes** – Kelly Makosch made a motion to approve the May  
 12 20, 2020 draft meeting minutes, which Doug Levine seconded. Motion carried.  
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14 **Privilege of the Floor** – No one from the public chose to speak.  
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16 **Chair’s Report – Kelli Cartmill** – Budget committee has been meeting; however, other committees have  
 17 not been meeting.  
 18

19 **Staff Report & Q2 Room Tax Report – Nick Helmholdt** – results from the second quarter room tax report  
 20 were ugly. This report covers March, April and May — the deepest part of the shutdown. Original 2020  
 21 budget forecast over \$773,000 in collections. Actual collections were \$113,000. However, this figure is  
 22 close to the amount forecast in the revised budget at \$126,000. We are basically where we expected to be.  
 23 Tax delinquency continues to be a concern. Three hotels are still delinquent on Q1 taxes. Seven hotels  
 24 were delinquent in Q2. Finance department continues to follow through with these hotels.  
 25

26 Anna Kelles asked a clarifying question about the status of tax receipts. Nick indicated that the figure  
 27 reported indicates the amount of cash collected by the finance department and that the county does not  
 28 yet fully know how much room tax remains unpaid due to incomplete tax return data.  
 29

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30 Nick indicated that in addition Airbnb did not remit its second quarter room tax report. The report  
31 submitted claimed that 100% of occupancy was tax exempt. The county will be following up with this  
32 situation to recover taxes owed for the period.

33  
34 Nick briefed the board on the most recent Housing and Economic Development Committee meeting,  
35 where the status of arts and culture organizations supported by the county was discussed. He reported  
36 that Megan Barber and Josh Friedman have distributed a survey to local organizations to better assess  
37 their current financial condition and outlook and results are pending.

38  
39 Nick shared that Kristin McCarthy will return from furlough on July 27 and that he is now working 35 hours  
40 per week due to the reopening of his son's daycare.

41  
42 Nick also shared that Martha Giomousis retired from CCE Tompkins in May. She was coordinator of the  
43 Community Beautification Program. Mila Fournier and Graham Savio are taking up her duties in the coming  
44 months. Monika Roth provided some additional information about the status of the beautification  
45 program. Gary Ferguson congratulated the CCE Tompkins staff for doing good work on the program this  
46 year in spite of the various challenges.

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48 **CVB Mid Year Report – Peggy Coleman**

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50 Peggy Coleman shared the CVB's mid-year report with the board.

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52 **2021 Tourism Promotion Agency Designation – Peggy Coleman**

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54 **Action:** Brett Bossard made a motion to recommend the designation of the Ithaca Tompkins County  
55 Convention and Visitors Bureau as the Tourism Promotion Agency for Tompkins County, which Steven Stull  
56 seconded. Motion carried.

57  
58 **Higher Education – Reactivation Plan Updates**

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60 Deb Mohlenhoff provided a report on the reactivation plan for TC3.

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62 Cara Nichols provided a report on the reactivation plan for Ithaca College.

63  
64 Barbara Romano provided a report on the reactivation plan for Cornell University.

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66 **Budget Committee – Josh Friedman**

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68 Josh Friedman indicated that the committee will provide a recommended budget in advance of the August  
69 19 STPB meeting for consideration.

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71 **Member Announcements**

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73 Chair Kelli Cartmill adjourned the meeting at 4:52pm.