

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

1 **Date:** December 16, 2020
 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 | Megan Barber | P | CAP, Non-Voting |
| Kelli Cartmill | P | Lodging | Peggy Coleman | P | Chamber, Non-Voting |
| Laura Winter Falk | A | At-Large | Gary Ferguson | P | DIA, Non-Voting |
| Josh Friedman | P | Arts-Culture | Anna Kelles | P | TC Legislature, Non-Voting |
| Connie Kan | P | At-Large | Heather McDaniel | P | TCAD, Non-Voting |
| Arthur Keith | P | Lodging | Jennifer Tavares | P | Chamber, Non-Voting |
| Wendy Kobler | P | Ithaca College | Vacant | N/A | Transportation, Non-Voting |
| Doug Levine | P | Arts-Culture | Jim Brophy | A | Associate Member |
| Kelly Makosch | P | Recreation | Erica Frenay | E | Associate Member |
| Rick Manning | P | At-Large | Henry Granison | A | Associate Member |
| Erin Marteau | P | At-Large | Ken Jupiter | P | Associate Member |
| Greg Mezey | P | At-Large | Carol Kammen | A | Associate Member |
| Todd Parlato | A | At-Large | Michael Miller | P | Associate Member |
| Barbara Romano | P | Cornell University | Jon Reis | P | Associate Member |
| Monika Roth | P | Agriculture | Wylie Schwartz | P | Associate Member |
| Deb Mohlenhoff | E | TC3 | Nick Helmholdt | P | Tourism Program Director |
| Steven Stull | P | Arts-Culture | Kristin McCarthy | P | TCDPS |
| Scott Wiggins | A | At-Large | | | |

7 **Guests:** Kurt Anderson, Mila Fournier

8
 9 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill welcomed everyone to the
 10 meeting and shared that Nick Helmholdt would be joining late.

11 **Action: Approval of November 2020 STPB Meeting Minutes** – Brett Bossard moved approval of
 12 the draft November 2020 minutes. Steven Stull seconded the motion, which passed.

13 **Privilege of the Floor** – No one spoke.

14
 15 **Chair Report – Kelli Cartmill**

16 Kelli thanked board members for all their work in 2020 and looked forward to a better 2021.

17
 18 **Staff Report – Kristin McCarthy (on behalf of Nick Helmholdt)**

19 Tompkins County Legislature approved the revised STPB Bylaws as well as the appointments of
 20 Josh Friedman and Kelli Cartmill to third terms on the STPB. Deadline for 2021 ACOD grant cycle is
 21 today; 18 applications are expected. 2019 Tourism Economics Report was released – Peggy will
 22 forward a copy to Kristin so she can email it to STPB members. Members should submit conflict of
 23 interest and committee sign-up forms before the January 2021 meeting.

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25 **Presentation: CVB 2021 Draft Work Plan – Peggy Coleman**

26 Peggy shared highlights from the CVB’s draft 2021 Work Plan, emphasizing that she and her staff
27 will continue to adjust goals and expectations as needed depending on such budgetary factors as
28 room tax collections over the coming months. The report breaks out CVB activities month by
29 month, while also including a longer narrative structure that provides a framework to tie
30 everything together. Certain themes emerge -- our core visitor hasn’t changed during the
31 pandemic; we are still attracting people from metro NYC, Philadelphia, Rochester, Buffalo, etc.,
32 and many are repeat visitors who felt comfortable traveling here during COVID-19 precisely
33 because of our community culture and emphasis on looking out for another. With budget reduced
34 so drastically, CVB can’t commit to paid advertising until second quarter or mid-year 2021 so
35 emphasis has been on leveraging social channels and cooperative marketing/organic connections.
36 Sales team continues to pivot, and work is underway to equip the Taughannock Falls Visitor
37 Center with an improved HVAC system to make it less of a weather-dependent destination.
38

39 **Conference Center Update** – Gary Ferguson

40 Gary updated the group on the conference center project, adding that his intent is to give a longer
41 presentation to the board in January once the City of Ithaca has voted on the Disposition &
42 Development Agreement for the Green Street Garage redevelopment site. He shared that the
43 conference center team is evaluating proposals from two national operator firms and has
44 conducted a series of interviews and background checks and involved downtown hotels in the
45 process. They are about to set up a negotiating session with the larger firm. Once onboard, the
46 operator will help with construction review, etc., and work closely with the CVB in the 12- to 18-
47 month period prior to opening to plan and execute marketing and outreach. Questions covered
48 topics such as whether operators under considerations have any ties to Ithaca community.
49

50 **Action: Election of Chair and Vice Chair 2021** – Monika Roth

51 On behalf of the STPB Nominating Committee, Monika shared the 2021 slate of officers for the
52 board’s consideration.
53

54 **Action:** Monika Roth made a motion, which Doug Levine seconded, to nominate Kelli Cartmill as
55 chair and Brett Bossard as vice chair of the STPB. Motion carried.
56

57 **Member Announcements** – Members shared news and items of interest, including information
58 on the Save Our Stages Act, updates on Cornell’s COVID-19 surveillance testing program and
59 return to campus plans for students following winter break, fund-raising campaigns for State
60 Theatre and Cinemapolis, a replay of Handel’s Messiah from Rose Hall in Cortland, Kilpatrick’s 12
61 Days of Christmas initiative, and more.
62

63 Chair Kelli Cartmill adjourned the meeting at 4:30 pm.
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