

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

1 **Date:** June 15, 2022  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** Zoom/TCAT Large Conference Room, 737 Willow Avenue, Ithaca, NY

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5 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	Teri Tarshus	P	At-Large
Kelli Cartmill	P	Lodging	Marian Levy Ware	P	At-Large
Laura Winter Falk	E	At-Large	<i>Megan Barber</i>	<i>P</i>	<i>CAP, Non-Voting</i>
Josh Friedman	A	Arts-Culture	Peggy Coleman	P	Chamber, Non-Voting
Alexis Zaharis Grimm	P	Lodging	<i>Gary Ferguson</i>	<i>P</i>	<i>DIA, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Henry Granison</i>	<i>P</i>	<i>TC Legislature, Non-Voting</i>
Wendy Kobler	P	Ithaca College	<i>Heather McDaniel</i>	<i>P</i>	<i>IAED, Non-Voting</i>
Doug Levine	P	Arts-Culture	<i>Jennifer Tavares</i>	<i>P</i>	<i>Chamber, Non-Voting</i>
Kelly Makosch	P	Recreation	<i>Patty Poist</i>	<i>P</i>	<i>Transportation, Non-Voting</i>
Rick Manning	P	At-Large	<i>Carol Kammen</i>	<i>A</i>	<i>Associate Member</i>
Greg Mezey	P	At-Large	<i>Michael Miller</i>	<i>E</i>	<i>Associate Member</i>
Barbara Romano	P	Cornell University	<i>Jon Reis</i>	<i>A</i>	<i>Associate Member</i>
Monika Roth	P	Agriculture	<i>Chuck Tauck</i>	<i>P</i>	<i>Associate Member</i>
Deb Mohlenhoff	P	TC3	<i>Wylie Schwartz</i>	<i>A</i>	<i>Associate Member</i>
Steven Stull	P	Arts-Culture	Nick Helmholdt	<i>P</i>	Tourism Program Director
Jeremiah Swain	P	At-Large	Kristin McCarthy	P	County Staff

6 **Guests:** Rosemary Avila, Suzanne Smith Jablonski

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8 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Chair Brett Bossard called the meeting  
 9 to order at 3:05pm. No changes to the agenda. No one spoke during privilege of the floor.

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11 **Action: Approval of May 2022 STPB Meeting Minutes** – The draft May 2022 minutes were approved as  
 12 submitted (moved by Steven Stull, seconded by Heather McDaniels).

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14 **Chair's Report** – *Brett Bossard*

15 Brett welcomed everyone to the first hybrid STPB meeting.

16

17 **Staff Report** – *Nick Helmholdt*

18 No report

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20 **Report/Discussion: 2023 Tourism Program Budget** – *Wendy Kobler, STPB Budget Committee*

21 Wendy provided an overview of the proposed 2023 Tourism Program budget, which the members had  
 22 previously discussed in more detail at the May 2022 STPB meeting. Discussion covered various topics,  
 23 including stipends for grant review panelists, allocation by sector, managing budget overages, and more.

24

25 **Action:** Wendy Kobler made a motion, which Ken Jupiter seconded, to recommend the 2023 Tourism  
 26 Program budget. Motion carried by members present.

27

28 **Report/Discussion/Action: Recommend OTR for Arts & Culture Organizations**

29 Megan Barber presented two over target requests for arts and culture funding in the 2023 County budget:  
 30 the first was for \$117,000 for the ACOD grant program, and the second was for \$66,480 to assist

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31 Community Arts Partnership in supporting smaller local arts and culture organizations through regrants  
32 and other mechanisms. Megan’s report and the accompanying group discussion covered a variety of  
33 topics. These included County procedures for consideration and approval of over target requests,  
34 precedent setting, requested versus available funding, other pathways to funding arts besides tourism  
35 dollars, matching funds through NYS Council of the Arts (NYSCA), possible next steps for STPB to take, and  
36 more.

37

38 **Action:** Steven Stull made a motion, which Greg Mezey seconded, to recommend an over target request of  
39 \$117,000 in the 2023 Tompkins County budget for the Arts and Culture Organizational Development grant  
40 program. Motion failed, 6-8. Doug Levine and Brett Bossard abstained.

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42 **Action:** Ken Jupiter moved, and Kelly Makosch seconded, to recommend an over target request for \$66,480  
43 in the 2023 County budget to supplement Community Arts Partnership’s ability to provide funding support  
44 to local arts and culture organizations through NYSCA regrants and other mechanisms. Brett Bossard made  
45 a friendly amendment to increase the over target request to \$132,000. Motion carried.

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### 47 **Update: Ithaca Downtown Conference Center – Tom Knipe, City of Ithaca**

48 Tom introduced himself and shared a little about his background. He serves as economic development  
49 director for the City and used to head the County Tourism Program. His presentation provided an overview  
50 of project budget, financing, operations, and structure and detailed the various teams working to pull it all  
51 together. Q&A discussion covered various topics, including room tax projections, construction/capital  
52 budget, lease agreement, cost escalations, electrification of kitchen, contractors, and more. Suzanne Smith  
53 Jablonski, new executive director of the Local Development Corporation, introduced herself.

54

### 55 **Member Announcements**

56 No announcements

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58 **Adjournment** – Chair Brett Bossard adjourned the meeting at 4:45pm.