

**Tompkins County Strategic Tourism Planning Board (STPB)
Meeting Minutes – October 2015**

1 **Date:** October 21, 2015
 2 **Time:** 3:00-4:35pm
 3 **Location:** CVB
 4

5 **Attendees:**

| Name | ✓ | Representation | Name | ✓ | Representation |
|-------------------|---|----------------|------------------|---|----------------------------|
| Anne Kellerman | E | At-Large | Christy Agnese | E | Ithaca College |
| Ian Golden | ✓ | Recreation | Sue Perlgut | ✓ | Arts-Culture |
| Ethan Ash | ✓ | Arts-Culture | Josh Friedman | ✓ | Arts-Culture |
| John Gutenberger | ✓ | Cornell | John Spence | ✓ | CAP, Non-Voting |
| Lynnette Scofield | ✓ | Lodging | Bruce Stoff | ✓ | CVB, Non-Voting |
| Kelli Cartmill | ✓ | Lodging | Dwight Mengel | A | Transportation, Non-Voting |
| Rita Rosenberg | A | Agriculture | Gary Ferguson | A | DIA, Non-Voting |
| David Blake | ✓ | At-Large | Jennifer Tavares | ✓ | Chamber, Non-Voting |
| Andy Zepp | ✓ | At-Large | Martha Armstrong | ✓ | TCAD, Non-Voting |
| Stephen Nunley | ✓ | At-Large | Will Burbank | E | TC Legislature, Non-Voting |
| Steve Hugo | ✓ | At-Large | Beverly Baker | | Associate Member |
| Ken Jupiter | ✓ | At-Large | Carol Kammen | | Associate Member |
| Mike Mellor | ✓ | At-Large | Jon Reis | ✓ | Associate Member |
| Anne Gossen | ✓ | Arts-Culture | Tom Knipe | ✓ | Staff |
| Sue Stafford | ✓ | TC3 | Jennifer Turner | ✓ | Staff |

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8 **Also in attendance:** Marcia Nedland, Fall Creek Consultants
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10 **Meeting Agenda**

- 11 1) September STPB Minutes
 12 2) Chair's Report – Sue Perlgut
 13 3) STPB Nominating Committee
 14 • Appoint Nominating Committee – Sue Perlgut
 15 4) Privilege of the Floor
 16 5) Branding & Communications Committee Report and Discussion – Josh Friedman
 17 6) Staff Report – Tom Knipe
 18 7) Fall 2015 Grant Award Recommendations
 19 • Recommend Fall 2015 Community Celebrations Grant Awards – Sue Perlgut
 20 • Recommend Fall 2015 New Tourism Initiatives Grant Awards – Steve Hugo
 21 8) P&E Committee Report and Discussion – Ken Jupiter
 22 9) CVB 3Q report – Bruce Stoff
 23 10) Announcements
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25 **The meeting was called to order at 3:01 PM.**
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27 **September 2015 STPB meeting minutes were approved with no changes.**
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29 **Chair's Report** – Sue Perlgut announced that Christy Agnese gave birth to Vivianna Rose on October 7.
 30 Sue went on to introduce Marcia Nedland of Fall Creek Consultants who has been working with the
 31 Branding Committee. She went on to report that the Public Art program has received \$4,000 from
 32 anonymous donors which will be distributed by the Community Art Partnership, and will be used to focus on
 33 murals in the first year of the program. The Tourism Program is exploring matching these funds with
 34 previously allocated public art funds that are currently in a Chamber account. Discussions with the City of
 35 Ithaca's Public Art Commission will take place next week regarding the locations for art and the STPB, and
 36 Chamber's role in the program.
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38 **STPB Vote on the Nominating Committee** – Sue Perlgut, Lynette Scofield, and Ethan Ash agreed to have
 39 their names put forward to serve on the 2015 Nominating Committee. Andy Zepp made the motion to appoint
 40 the Nominating Committee, seconded by David Blake, and approved unanimously.

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42 **Staff Report** – Tom Knipe reported that the STPB has received the USDA grant for Agritourism that will
43 involve 4 elements that include tourism readiness assessments for 40 farms (20 a year), a workshop in
44 March on the materials from a similar workshop presented by the University of Vermont, and working with
45 the CVB to host a new contracted position to work on agricutinary tourism development. He went on to
46 express his gratitude to Kristy Mitchell, Monika Roth, Ethan Ash, and Rita Rosenberg, for their efforts with
47 the application process. Discussions regarding ownership of the visitor profile study are underway with the
48 County Risk Manager. The project is slated to start in February and will end March 2017. Room tax reports
49 for the third quarter showed August coming in short of previous projections. It was noted that reserves and
50 repayments may cover the shortage; the Strategic Tourism Implementation budget line was noted as a last
51 resort of flexible funding to cover the difference. A meeting with the Budget Committee in early 2016 may
52 involve adjustments to budget for 2016 that will build 2016 projections off of reflect actual 2015 revenues..
53 The City's Water Recreation Committee is working on expanding the access to water based recreation in
54 the City of Ithaca, and is currently working on paddle craft storage locations and swimming. The Tompkins
55 Festivals Advisory Committee is kicking off and will be looking at recent survey results for program
56 evaluation. The Heritage Tourism Committee has presented a draft "Heritage Tourism Implementation Plan"
57 to the Planning and Evaluation Committee and plans to develop an executive summary, and present to the
58 full board next month.

59
60 **Branding & Communications Committee Report and Discussion** – Josh Friedman reported on a great
61 first meeting, noting that their committee is currently evaluating target group interactions, and what the
62 Strategic Tourism Planning Board should reflect from an outsider's point of view.

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64 **Branding the Tompkins County Tourism Program** – Marcia Nedland of Fall Creek Consultants, reported
65 on the discussions at the committee meeting and ideas presented. Marcia discussed, personally, being
66 unaware of many of the activities and organizations that received funding by the STPB that she, as a
67 resident, has utilized or attended. She went on to go over the many actions to take in order to organize a
68 brand in a way that would be perceived strategically in order to build the desired reputation. Her
69 presentation included brand goals, how the existing brand can affect a program, brand objectives, and
70 target markets. Steps in creating brand strategies were discussed and included, the brand statement, key
71 brand attributes, and developing branding strategies to build brand equity.

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73 **Fall 2015 Tourism Grants**

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75 **Community Celebrations** – Sue Perlgut reported on **fall** 2015 grant award recommendations on behalf of
76 Carol Kammen. She went on to report that a total of 7 grants for a total of \$9,912 were requested, and that
77 a total of \$7,218 in available funding was recommended to be awarded. Motion to approve funding for
78 \$7,218 for Community Celebrations as outlined in the agenda packet by Ken Jupiter, seconded by David
79 Blake, and approved unanimously.

80
81 **New Tourism Initiatives** – Steve Hugo reported on the four grant award recommendations submitted for
82 the Ithaca Youth Bureau, Ithaca Festival, Ithaca Shakespeare Company, and the City of Ithaca for a total of
83 37,565. A motion to approve funding for \$35,000 for New Tourism Initiative grants as outlined in the agenda
84 packet by David Blake, seconded Lynnette Scofield, and approved unanimously, with one abstention on
85 behalf Josh Friedman for the vote on funding for Ithaca Shakespeare Company.

86
87 **P & E Committee Report and Discussion** – Ken Jupiter opened his report by expressing gratitude for
88 Anne Gossen's efforts in leading the Heritage Tourism Committee. He went on to report that Andy Zepp
89 and Ian Golden have volunteered to chair a new Outdoor Recreation Tourism Committee which will be a
90 six- month process. Sports Tourism was discussed and will be kept separate from outdoor recreation,
91 involving team sports that will use facilities, and will require further exploration of sports tourism assets in
92 the County. The P&E Committee also recommends that, when it is established, the Higher Education
93 Tourism Taskforce take up questions around use of sporting facilities at Cornell University and Ithaca
94 College for sporting tournaments, etc.

95
96 **CVB 3Q Report** – Bruce Stoff presented the 3rd quarter report which was included in the agenda packet,
97 and announced his resignation from the CVB, effective the end of 2015.

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99 **Announcements** – Tom Knipe announced that the Skate Park was featured in the Ithaca Times and made
100 reference to the associated tourism funding. Josh Friedman announced the Charades fundraiser on Sunday
101 at the Hangar Theatre. Sue Perlmut announced that her film will air at Cinemapolis on November 8, at 2:00,
102 and Cornell Law School on Tuesday at 7:00 pm, and the Rochester Film Festival. Lynnette Scofield
103 announced her attendance at the show "Wait, Wait, Don't Tell Me" in Chicago. Jennifer Tavares announced
104 the Chamber's silent and live auction next Wednesday at Coltivare.

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107 With no further business, the meeting adjourned at 4:42pm.

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110 Respectfully Submitted,
111 Jennifer Turner, Administrative Assistant
112 Tompkins County Planning Department

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114 **Next Meeting Scheduled**
115 Wednesday November 18, 2015

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