

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

1 **Date:** September 16, 2015  
 2 **Time:** 3:00-5:00pm  
 3 **Location:** CVB/Cayuga Waterfront Trail  
 4  
 5

**Attendees:**

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

7

8 **Also in attendance:** Jerry Collins, Owner of Trumansburg Bed and Breakfast  
 9

10 **Meeting Agenda**

- 11 1) Announcements  
 12 2) July STPB Meeting Minutes  
 13 3) Chair's Report – Sue Perlgut  
 14 4) Staff Report – Tom Knipe  
 15 5) Privilege of the Floor  
 16 6) Bike Tour of the Cayuga Waterfront Trail  
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18 **The meeting was called to order** at 3:03 PM.  
 19

20 **Announcements** – Stephen Nunley announced the Kitchen Theatre opened their season with a play called  
 21 Buyer & Cellar. Rita Rosenberg announced her family's attendance of the Savor the Finger Lakes event.  
 22 Josh Friedman announced that Women of Woodstock at the Hangar Theatre will take place next week.  
 23

24 **July 2015 STPB meeting minutes were approved** with no changes.  
 25

26 **Chair's Report** – Sue Perlgut expressed her gratitude to Tom Knipe for organizing the Cayuga Waterfront  
 27 Trail bike tour, and to the board as a whole for their excellent work. She went on to report that she will be  
 28 stepping down as Chair of the board in 2016. Christy Agnese has expressed interest in continuing as Vice-  
 29 Chair. A nominating committee will be convened by Sue Perlgut to identify possible candidates. Members  
 30 were encouraged to get in touch with Sue if interested in serving on the nominating committee or interested  
 31 in the chair position.  
 32

33 **Staff Report** – Tom Knipe reported that the draft Heritage Tourism Implementation Plan will be presented  
 34 to the Planning and Evaluation Committee in October. The results of the grant application to the USDA for  
 35 implementation of the some of the ideas within the Agriculinary Tourism Strategy will be known on  
 36 September 30<sup>th</sup>. From there, a draft of the strategy will be written and reviewed by the Agriculinary Tourism  
 37 which completed significant work on it late last year and earlier this year. CFA applications went in for  
 38 Wayfinding and the Blueway Trail at the end of July. Award information will be available in November.  
 39

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40 **Privilege of the Floor** – Jerry Collins introduced himself as the owner of the Black Diamond Diner/Bed and  
41 Breakfast located in Trumansburg. Jerry went on to note his background in both banking and commercial  
42 real estate, and his interest in tourism, specifically related to convention space and parking.  
43

44 With no further business, the meeting adjourned at 3:20pm.  
45

46  
47 **Cayuga Lake Waterfront Tour** – STPB members went on a bike tour of the Cayuga Lake Waterfront Trail. A  
48 copy of the itinerary and funding history for projects visited are attached to these minutes.  
49

50 Respectfully Submitted,  
51 Jennifer Turner, Administrative Assistant  
52 Tompkins County Planning Department  
53

54 **Next Meeting Scheduled**  
55 Wednesday October 21, 2015  
56  
57

DRAFT

## Tompkins County Tourism Program Grants for Waterfront Projects 2004-2015

### Stewart Park

2008	Tourism Capital Grants	Chamber Foundation	Feasibility Study- Stewart Park Rehabilitation Action Plan	\$15,000
2010	Tourism Capital Grants	Chamber Foundation	Stewart Park Building Study	\$15,000
2012	Tourism Capital Grants	Chamber Foundation	Stewart Park Landscape Rehabilitation Feasibility Study	\$10,000
2013	Tourism Capital Grants	Chamber Foundation	Stewart Park Buildings Phase I	\$70,500
2015	Tourism Capital Grants	Chamber Foundation	Stewart Park Buildings – Five Year Priority Plan	\$20,000
				<b>\$130,500</b>

### Cayuga Waterfront Trail

2005	Tourism Capital Grants	Chamber Foundation	Cayuga Waterfront Trail Phase 2	\$5,000
2006	Tourism Project Grants	Chamber Foundation	Waterfront Trail Panels	\$4,000
2010	Tourism Project Grants	Chamber Foundation	Interpretive Panels- Waterfront Trail Phase 3	\$8,000
2012	Tourism Capital Grants	Chamber Foundation	Interpretive Panels for Stewart Park and Cayuga Waterfront Trail	\$20,000
				<b>\$37,000</b>

### Ithaca Farmers Market

2004	Tourism Capital Grants	Ithaca Farmers Market	Winterization Ph. 1	\$10,000
2015	Tourism Capital Grants	Ithaca Farmers Market	2015 Ithaca Farmers Market Bathroom Expansion	\$5,000
2015	Tourism Marketing & Advertising	Ithaca Farmers Market	2015 Ithaca Farmers Market Billboard Project	\$2,500
				<b>\$17,500</b>

### Wharton Studio Museum / Ithaca Motion Picture Project

2010	Tourism Capital Grants	Ithaca Motion Picture Project		\$5,500
2011	New Tourism Initiative	Ithaca Motion Picture Project	Silent Film Exhibition 2011	\$13,000
2013	New Tourism Initiative	The History Center	2013 BEHIND THE CAMERA: Tompkins County during the Wharton Studio Era	\$6,000
				<b>\$24,500</b>

### Cayuga Lake Blueway Trail

2014	Tourism Capital Grants	Tompkins County Planning Department	Cayuga Lake Blueway Trail: Design Study	\$10,000
				<b>\$10,000</b>

### Ithaca Children's Garden

2005	Celebrations	City of Ithaca	Turtle Garden Celebration	\$750
2009	Tourism Capital Grants	Ithaca Children's Garden	Phase I Completion	\$14,800
2012	Tourism Project Grants	Ithaca Children's Garden	Bulb Labyrinth Memorial Garden	\$3,600
2012	Celebrations	City of Ithaca	2013 Fire & Ice Festival	\$925
2012	Celebrations	City of Ithaca	2012 "Anarchy Zone" Play Day Extravaganza	\$500
2013	Celebrations	City of Ithaca	2013 International MUD DAY!	\$1,000
2013	Celebrations	City of Ithaca	2014 Fire & Ice Festival	\$1,300
2013	Marketing & Advertising	Ithaca Children's Garden	2013 Fresh Air for Families: Compost to Cuisine	\$2,200
2013	Tourism Project Grants	Ithaca Children's Garden	2013 Fresh Air for Families: Compost to Cuisine	\$8,000
2014	Tourism Capital Grants	Ithaca Children's Garden	Edible Forest Garden-Phase I	\$34,000
2014	Tourism Capital Grants	Ithaca Children's Garden	Edible Forest Garden-Phase I	\$34,000
2015	Celebrations	Ithaca Children's Garden	2015 International Mud Day	\$1,500
2015	Tourism Capital Grants	Ithaca Children's Garden	2015 Very Hungry Caterpillar Boardwalk Study	\$16,000
				<b>\$118,575</b>

Total All Projects 2004-2015 **\$338,075**

## 9/16 STPB Meeting – Tour of Waterfront Tourism Projects, by bicycle!

See accompanying [Google Map](#) for sites that are part of the tour.

### Meeting/Tour Schedule:

- **3:00 - START** Business Meeting of the STPB at the Chamber of Commerce Conference Room
- **3:20 – END** Business Meeting
- **3:20 – 3:30** – Transition to Ithaca Bike Rental (Point B) to check out bikes and to prepare for start of the tour. It's located at the Ithaca Youth Bureau, a stone's throw along the Waterfront Trail from the Chamber of Commerce/Visitors Center.
- **3:30 – START TOUR** at Ithaca Bike Rental.
- **3:40 – LEAVE Ithaca Bike Rental.** Along the way:
  - Future Cayuga Lake Blueway Trail trailhead in Stewart Park East (point C)
- **3:45 – STOP at the Stewart Park Trailhead** of the Cayuga Waterfront Trail (Point D). Rick Manning to provide information and Q&A about tourism-related projects in Stewart Park, including the Large Pavilion (Point E) for which a tourism capital grant supported improvements. Also view panel dedicated to Stuart Stein and pavers for Tourism Partner Award recipients.
- **3:55 – LEAVE Stewart Park Trailhead** of the Cayuga Waterfront Trail. Along the way:
  - Cascadilla Boathouse (Point G)
  - Cayuga Lake Blueway Trail future site (Point F)
- **4:15 – STOP at the Ithaca Farmers Market** (Point I). Talk by Aaron Munzer, Market Manager. Try out the bathroom trailer? (funded in part by a 2015 Tourism Capital Grant)
- **4:20 – LEAVE Ithaca Farmers Market.** Along the way:
  - Final phase of the Cayuga Waterfront Trail recently opened extends south from the Farmers Market, over a new ped/bike bridge across the Cayuga Inlet, across a new bike trail on the route 96 bridge over the flood control channel.
  - DOT site (Point K) – feasibility project underway to explore mixed use redevelopment concept and financial model to allow the DOT site to be moved.
  - Crew Cove Overlook (Point J) – funded by a Tourism Capital Grant
- **4:40 – STOP – Ithaca Children's Garden** (Point L). Tour by Erin Marteau. Several recent tourism grants. Bulb Labyrinth, Edible Forest, Fire & Ice and Mud Day Community Celebrations Grants.
- **4:50 – LEAVE Ithaca Children's Garden** and return to Ithaca Bike Rental / Chamber of Commerce / home at your own pace.

Please RSVP to the bike tour portion of the meeting to [tknipe@tomkins-co.org](mailto:tknipe@tomkins-co.org) and indicate:

1. Whether you will attend the bike tour
2. Whether you wish to borrow an Ithaca Bike Rental Bike or can bring your own bike\*
3. If you wish to borrow an Ithaca Bike Rental Bike, please also tell me your height in inches.

### About borrowing a bike from *Ithaca Bike Rental* for the STPB tour:

Ithaca Bike Rental has up to 12 bikes to lend us for our tour. If you can bring your own bike, that will help ensure that we have enough bikes to lend.

If borrowing a bike, you will be asked to sign the mandatory waiver as you arrive at the STPB meeting in order to expedite the bike check out process. Bikes will be pre-assigned by name, and helmets will be provided. Immediately following the business portion of the STPB meeting, please walk to Ithaca Bike

Rental to be fitted for a helmet and to claim your assigned bike. If riding your own bike, please make your way to Ithaca Bike Rental by 3:30pm. The tour starts at Ithaca Bike Rental.

The bike tour will take place entirely on the Cayuga Waterfront Trail; no riding on city streets will be needed. The group will travel at a leisurely, non-athletic pace.

#### Drive Option

STPB members who are unable to join the full tour by bike may still take part in aspects of the tour by traveling by car to the stopover locations on the tour with the following meeting times:

1. 3:30 pm - Ithaca Bike Rental (walk over...right next to the Chamber)
2. 3:45 pm - Stewart Park Cayuga Waterfront Trail Trailhead
3. 4:15 pm – Ithaca Farmers Market
4. 4:40 pm – Ithaca Children’s Garden