

Tompkins County Strategic Tourism Planning Board

Wednesday September 17, 2014; 3:00 pm – 4:30 pm
Cayuga Nature Center – [1420 Taughannock Blvd, Ithaca](#)

AGENDA	Start Time
1) Welcome to the Cayuga Nature Center – Rob Ross	3:00
2) Privilege of the Floor (limit of 3 minutes per person for members of the public to address the board)	3:05
3) July STPB Meeting Minutes <ul style="list-style-type: none">• ACTION – Approve Meeting Minutes	
4) Downtown Ithaca <ul style="list-style-type: none">• PRESENTATION, Project Updates – Gary Ferguson	3:10
5) Chair’s REPORT – Rick Adie	3:20
6) Staff Report – Tom Knipe	3:30
7) CVB Report - Bruce Stoff	3:40
8) Annual TPA Designation <ul style="list-style-type: none">• ACTION – Approve resolution to be forwarded to EDC	3:50
9) Nominating Committee <ul style="list-style-type: none">• ACTION - Election to appoint the 2014 Nominating Committee <p><u>Nominating Committee Description</u> - The Nominating Committee has at least three voting members. It is appointed annually by vote of the STPB membership and its sole responsibility is to present a slate of officers for the next year no later than the last regular meeting of each year. A member other than a prospective officer serves as chair of the Nominating Committee</p>	3:45
10) Membership and Bylaws Committee Report	3:50
11) Task Force Reports <ul style="list-style-type: none">• Agri-Culinary Tourism Task Force• Heritage Tourism Task Force	3:55
12) Tour of the Cayuga Nature Center	4:05

Agenda Packet

1. July 2014 STPB meeting minutes
2. CVB Report
3. Draft Resolution – Annual TPA Designation
4. STPB New Member Recruitment Press Release

Next Meetings

Wednesday, October 15
Wednesday, November 19



MISSION:

The Strategic Tourism Planning Board is charged by the Tompkins County Legislature with providing oversight and strategic direction for tourism initiatives that *promote economic development* and *enhance the quality of life* in Tompkins County.

**Tompkins County Strategic Tourism Planning Board (STPB)
Meeting Minutes Draft – July 2014**

1 **Date:** July 16, 2014
 2 **Time:** 3:00-5:00pm
 3 **Location:** CVB / Chamber of Commerce
 4
 5

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Sue Perlgut	✓	Arts-Culture
Ian Golden	✓	Recreation	Susie Monagan	✓	Arts-Culture
Ethan Ash	✓	Arts-Culture	<i>John Spence</i>	✓	<i>CAP, Non-Voting</i>
John Gutenberger	✓	Cornell	<i>Bruce Stoff</i>	✓	<i>CVB, Non-Voting</i>
Lynette Scofield	✓	Lodging	<i>Dwight Mengel</i>	A	<i>Transportation, Non-Voting</i>
Rick Adie	✓	Lodging	<i>Gary Ferguson</i>	✓	<i>DIA, Non-Voting</i>
Rita Rosenberg	✓	Agriculture	<i>Martha Armstrong</i>	A	<i>TCAD, Non-Voting</i>
Andy Zepp	✓	At-Large	<i>Will Burbank</i>	✓	<i>TC Legislature, Non-Voting</i>
Stephen Nunley	✓	At-Large	<i>Beverly Baker</i>	A	<i>Associate Member</i>
Steve Hugo	✓	At-Large	<i>Carol Kammen</i>	A	<i>Associate Member</i>
Ken Jupiter	✓	At-Large	<i>Jon Reis</i>	A	<i>Associate Member</i>
Mike Mellor	✓	At-Large	Tom Knipe	✓	Staff
Anne Gossen	✓	At-Large	Jennifer Turner	✓	Staff
Sue Stafford	A	TC3			
Christy Agnese	✓	At-Large			

10 **Also in attendance:** Nancy Grossman, Discovery Trail; Ronda Roaring
 11

12 **Meeting Agenda**

- 13 Remembering Stuart Stein
- 14 June Meeting Minutes
- 15 Privilege of the Floor
- 16 Chairs Report
- 17 Staff Report
- 18 Discovery Trail – Nancy Grossman
- 19 CVB Monthly Report
- 20 STPB Budget Committee
- 21 Cayuga Lake Blueway Trail
- 22 Comments on recently attended funded events
- 23

24 **The meeting was called to order at 3:06 PM.**
 25

26 **Remembering Stuart Stein** – Members of the STPB went around the room offer remembrances of Stuart
 27 Stein. Some of the words used to describe Stuart were inspiring, consensus builder, integrity, generosity,
 28 warmth, wisdom and humor. Members expressed their gratitude on having him on the Strategic Tourism
 29 Planning Board as a friend and visionary.
 30

31 **June 2014 STPB meeting minutes** were approved with no changes.
 32

33 **Privilege of the Floor** – Ronda Roaring suggested that the STPB focus on eco-tourism in order to draw
 34 visitors from outside the county. She noted a damsel and dragonfly meeting that she attended in
 35 Binghamton that had a turnout of 60 including a few visitors who traveled from outside the country. There is
 36 a book launch that will take place between 3:00-4:00 July 23rd.
 37

38 **Chair's Report** - Rick Adie reported that a special ACOD committee will meet on August 6th to review the
 39 ACOD program. In addition Christy Agnese will begin interviews in August to extract lessons learned for the
 40 STPB from the failure of the Finger Lakes Wine Center. Susie Monagan will fill the IC seat in 2015; One
 41 new Arts & Culture representative and one new Lodging representative will be sought for 2015. There will

**Tompkins County Strategic Tourism Planning Board (STPB)
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42 be no STPB meeting in the month of August; the next meeting will take place in September at the Cayuga
43 Nature Center.

44
45 **STPB Budget Committee** – Rick Adie, Tom Knipe and Sue Perlgut met with the Economic Development
46 Committee of the Legislature (EDC) to review the budget recommendations. He noted a comment that a
47 legislator made in disappointment with ACOD being subject to the 3.5% reduction. Tom Knipe stated that
48 allocated but unspent funds from 2014 can be rolled forward to allow the ACOD program to meet all of the
49 contracted commitments in 2015, even with the 3.5% allocation reduction. Also at the EDC meeting, Martha
50 Robertson asked why the Convention & Visitors Bureau budget did not show the program details. Details
51 were in the budget request and will be provided in the budget recommendation document before EDC is
52 asked to vote on the budget. The recommended budget will be presented to the EDC on August 18th. A
53 motion was made by Sue Perlgut to recommend the 2015 Tourism Program budget for adoption by the
54 Legislature, seconded by Christy Agnese. Approved unanimously by voice vote.

55
56 **Discovery Trail** – Nancy Grossman reported on the Discovery Trail mobile responsive update to their
57 website that will allow users to better access the website from their cellphones. Pull down menus,
58 directions, visitor surveys and links to visitithaca.com were among the updated features. The next step in
59 updating the website is optimization, which will involve having keywords updated and profile pages
60 recognized by Google Algorithms. The Discovery Trail has been working on a project with WBNG-TV out of
61 Binghamton. Nancy noted her interview with Action News and an upcoming commercial that will feature all
62 eight locations. The attendance of Discovery Trail sites increased in 2013 over the 2012 attendance figures.
63 Although the attendance growth for 2012-2013 was above target, the attendance for 2014 in the first two
64 quarters was flat. Upcoming projects will include collaborations with the affiliated organizations and an
65 exhibit for the 20th anniversary of the Discovery Trail.

66
67 **Staff Report** – Tom Knipe reported that the fall grant round will be announced in the near future. An
68 application deadline is set for September 19th for Community Celebrations, Tourism Marketing and
69 Advertising and New Tourism Initiatives. A grant workshop will take place on August 19th at 4pm at the
70 Chamber of Commerce. Members were encouraged to attend and to send Tom contacts and ideas of new
71 projects or events taking place from December of this year through mid-2015. Grant review committees are
72 scheduled to convene in the 2nd week in October. The online grant application platform will be used for all
73 applications except Community Celebrations which will be included after the conversion to the new
74 platform, Apricot. A spring round of grant applications is anticipated in February. Tom noted his
75 participation in a newly formed bike share workgroup which is planning a study tour to Buffalo in the fall to
76 learn more about a bikeshare 4.0 model of bike sharing which may be suitable for Ithaca. The Tourism
77 Partner Award Program is now recruiting new nominations for individuals whose efforts have created 400 or
78 more room nights.

79
80 **Cayuga Lake Blueway Trail Plan** - Tom Knipe presented on the Cayuga Lake Blueway Trail Plan, which is
81 a joint project of Seneca, Cayuga and Tompkins Counties. This plan looks at the potential to expand access
82 to the Cayuga Lake for paddling. Alta Planning and Design was hired along with Rick Manning as
83 subcontractor. Implementation will include enhanced maps and signage to waterfront access points,
84 targeted site development and enhanced waterfront access. Standup paddle boarding has been reported
85 as the fastest growing outdoor recreational activity, with sea and recreational kayaking high on the list of
86 growing outdoor activities as well. Tom also noted local growth on paddling rental and tour businesses and
87 expanded use of storage racks at state parks as local evidence of expanding interest.

88
89 The water trail will be a set of established access points and itineraries in order to get to the water
90 comfortably and will promote Cayuga Lake as a destination for a variety of paddling experiences, from short
91 day-trips to extended multi-day outings traversing the length of the lake. The water trail will begin with 14
92 established launch sites. In addition, over 30 potential access points in private ownership hold potential to
93 be developed and promoted through a partner program. The first phase of implementation of the plan will
94 include marketing, signage, basic improvements, partner agreements and work with the Steering committee
95 to advance the project. The 2nd phase will include major physical improvements at key sites and expansion
96 of the partner program. Potential sites for extensive site improvements as part of Phase Two are Stewart
97 Park East and West and Cass Park. The next steps will include brand development (logo, signage design
98 and style guide), engagement with local municipalities, and putting together a major funding application with

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99 the other two Counties for through the NYS Department of State Local Waterfront Revitalization Program in
100 2015.

101
102 John Gutenberger asked about whether official designation is available for water trails. Tom reported that a
103 designation exists and that a National Park Service representative had been part of the team who consulted
104 on the plan. *National Water Trail designation is granted by the Secretary of the Interior on recommendation*
105 *of the National Park Service Rivers, Trails and Conservation Assistance Program*
106 <http://www.nps.gov/WaterTrails/Home/About>

107
108 **CVB Monthly Report** – Bruce Stoff reported that the STR numbers will not be available until Friday. He
109 asked members to give him feedback on what numbers are most relevant in his monthly report to the
110 STPB. Year to date foot traffic in the Visitors Centers is up 19% with 4,500 visits between both locations.
111 Visit Ithaca's total page views are up 27% over 2013. The China Ready workshop will take place in
112 Rochester, similar to the previous workshops it focuses on driving the 100 million Chinese tourists now able
113 to travel into New York. The CVB has completed the first phase of their internal evaluation with Cornell
114 Cooperative Extension and will be presenting initial findings to the P&E Committee on July 31. The travel
115 guide is running low and may need to be reprinted in August. 993 new Facebook followers and 5 local news
116 stories were noted successes from the Outside Best Town Contest. A digital advertising campaign has
117 used a dozen different banners to test for effectiveness. Thus far, the media campaign that started six
118 weeks ago has yielded 2.6 million impressions and total clicks of 4,699. Through the partnerships, a link on
119 the website will direct people to mid-week deals that are open to all hotels and BnB's to advertise their
120 special rates.

121
122 **Update on the Downtown Construction** - Gary Ferguson noted a special fundraiser that took place last
123 night for the displaced employees of Simeon's and surrounding affected businesses. Currently the efforts of
124 the construction are focused on stabilizing the building in order to open the road for traffic. Today or
125 tomorrow two lanes of traffic will be opened on Aurora Street. Focuses on rebuilding the structure are
126 commons goals with hopes to have the work done by the end of the year. The Commons construction has
127 been disrupted due to the relocation of crews. It is undetermined as to how that will affect the scheduled
128 construction overall. As far as tourism is concerned, it was noted that over the last couple of months,
129 visitors have been driving downtown business more than the locals have.

130
131 Mayor Myrick has appointed a group at City Hall to address the safety issues. Some of the long term ideas
132 mentioned were re-routing truck routes while short term ways to make that route as safe as possible are
133 also being pursued. Rick Adie reported that the Marriott Hotel has plans of starting construction in August
134 with the expected completion of December 2015.

135
136 **Comments on Recently Attended Events** – Mike Mellor reported that although the Shakespeare play's
137 attendance was affected by weather, it was a fabulous event. Ronda Roaring noted that the Dragon Boat
138 Festival had a company Photograpy4D that took beautiful aerial pictures. Tom Knipe encouraged members
139 to check out the calendar on the STPB page for upcoming events: www.tompkinscountyny.gov/tourism/board
140 He listed the eight funded events coming up between now and the next meeting scheduled on September
141 17th. Sue Perlgut mentioned that the Ithaca Artist Market that will take place on Friday the 25th from 2-8 pm.

142
143 With no further business, the meeting adjourned at 4:53pm.

144
145 Respectfully Submitted,
146 Jennifer Turner, Administrative Assistant
147 Tompkins County Planning Department

148
149 **Next Meeting Scheduled**
150 Wednesday, Sept 17, 2014

CVB Report *September, 2014*

In August and September the CVB operated under considerable duress due to a string of minor disasters that begun with a flood, July 19. Details:

- **Theft**

Laptops, tablets and cash were stolen from our East Shore Drive office, Labor Day weekend. There was no forced entry. Police are investigating. Following the incident, we are revamping internal security measures, cash handling, alarm system password policies, building key policies, staff training, and other operational processes, including the possible installation of video surveillance/security cameras.

- **Flood**

A second, minor flood occurred September 2 as a workman from HALCO repaired a malfunctioning sprinkler control valve in the visitor center. This is the same valve that caused our major flood in July. Staff cleared the water and dried the walls before damage occurred.

- **Flooring, Packing, Moving**

The CVB's East Shore Drive offices were closed periodically in August and September as the concrete floor was resurfaced and new carpet installed. The projected required the staff to remove everything from the Visitor Center and load it in temporary storage. We will reverse the process in late September after new carpet is installed. CVB paid approximately \$600 for a temporary storage container. One employee suffered a minor injury during the move which may result in a small worker's compensation claim.



Flood repairs caused major disruption at the CVB offices this summer. The Visitors Center was closed multiple times and the entire building was shut down, Sept.10, when the concrete floor was resurfaced.

Prior Good News

Prior to the flooding, theft and closures, visitor walk-in traffic was up at both the Downtown Visitor Center and the East Shore Drive Center. Stats will be available next month when the visitor center offices return to normal operations and we can process the data.

Record July

In addition, Tompkins County set an all-time tourism high in July with record room demand of 39,663 room-nights sold. This eclipses the old mark of 38,462 sold back in July, 2008. Other highlights from the July Smith Travel Research report:

	Ithaca-Tompkins		USA	
OCC Rate	77.3%	-1.1%	71.7%	2.9%
Ave Daily Rate	\$147	4.6%	\$116	4.3%
RevPAR	\$113	3.5%	\$83	7.2%
Supply		6.9%		0.9%
Demand		5.7%		3.7%
Revenue	\$5.8 mil	10.7%		8.2%
YTD Revenue	\$29.8 mil	9.1%		8.4%

PR: Travel+Leisure

We learned in July that Travel + Leisure was working on a “quirkiest town” story so we sent them a series of offbeat tidbits from Ithaca to bump us up the list. They really liked

Darwin Days at PRI, which we mentioned as part of the Discovery Trail. Glad they took the bait. Travel + Leisure is among the top travel websites with 11 million monthly visitors. Hat-tip to our marketing & PR staff, Kristy Mitchell and Cassandra Jenis, for making this happen. Here’s the [write-up for Ithaca](#) in the magazine’s online feature. Overall, it was an excellent month for PR with 14 stories inspired or assisted by the CVB.



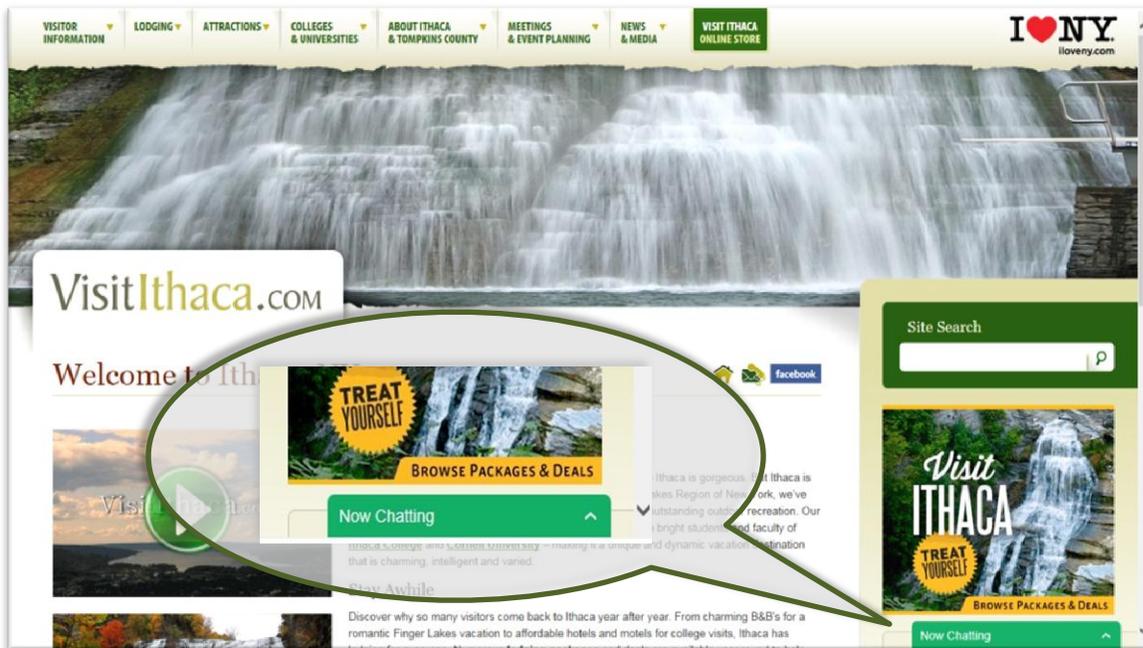
August PR Hits:

- 8/12/14 [Outside Magazine: Ithaca Overview](#) [The 16 Greatest Places to Live in America](#)
- 8/13/14 [The Sparefoot Blog Ithaca Overview](#) [Top 12 College Towns for Commuting on Foot](#)
- 8/13/14 MSNBC Ithaca Best Towns Best Town of America TV Spot
- 8/15/14 [Huffington Post Cornell Campus Pride's 2014 Top 50 LGBT-friendly](#)
- 8/25/14 [Jessie on a Journey ght](#) [10 Top Glamping Accomodations for Exploring Nature in Style](#)
- Sep-14 [Travel + Leisure Ithaca Overview](#) [America's Quirkiest Towns](#)
- Sep-14 AAA Southern New England College Towns Offer High Degree of Interest
- Fall 2014 [Flea Market Style Found Antiques](#) [Favorite Vintage Shops Coast to Coast](#)
- Summer 2014 [Mandarin Quarterly](#) [Finger Lakes](#) [Finger Lakes](#)

Summer 2014 [Travel Channel Children's Garden](#) [The Ithaca Scarecrow Jubilee](#)
 Summer 2014 [Travel Channel Ithaca Beer Co. The Ithaca Beer Company](#)
 Summer 2014 [Travel Channel State Parks](#) [Finger Lakes State Parks](#)
 Local
 8/26/14 [Ithaca Journal Ithaca Quirk in Travel & Leisure](#)
 8/24/14 [CNY Central Today in CNY Carousel 'Angel' Horse in Ithaca](#)

Chat Button: Live Online Travel Help

CVB launched a live online chat function at VisitIthaca.com to help visitors with travel questions in real time. To our knowledge, we are the only CVB in the state offering the service. In its first week, the program logged 158 chats, 60 of which were for help securing B&B rooms. This resulted in 150 room-nights associated with an estimated \$48,000 in visitor spending. About a third of those bookings were for student return weekend, which was business likely to go out of county without trained help. So, within the \$48,000 in associated business, approximately \$15,000 would likely have been lost without the visitors services staff support through the chat service.



Visitithaca Web Stats

Overall visits increased August 2014 vs. August 2013 with 21,558 combined impressions between our mobile and desktop sites. But all the growth is in mobile, with the desktop site flat to slightly down compared to last year. Details:

Desktop

Impressions/Hits: **-1.84%** 57,397 vs 58,471
 Unique Visitors: **-1.06%** 44,219 vs 44,695
 Pageviews: **+2.29%** 241,057 vs 235,664

Mobile

Impression/Hits: **+240.69%** 32,035 vs 9,403
 Unique Visitors: **+212.48%** 23,111 vs 7,396
 Pageviews: **+147.65%** 134,697 vs 54,389

Midweek Ad Campaign

This all digital campaign continues to perform well driving 13,733 pageviews and 12,181 unique visitors to the VisitIthaca.com. The campaign has yielded 64 trackable room-nights to date, which multiplied by the Chmura average daily spend (hotels: \$335 per per person per trip) yields a total economic impact of \$42,880. The cost of the ad buy for the campaign to date is \$8,846.



Sales Report

The sales staff has been busy servicing leads and working with the 2015 Global Food Security Conference. Organizers of the event organizers are having difficulty contracting Bailey Hall or Statler Hall for the event's closing general session.

August 2014

8 Leads/1 Booked/2 Lost or Withdrew
4,467 Requested Room-Nights
\$1.16 million Econ Impact

August 2013

1 Lead/1 Booked/3 Lost or Withdrew
545 Room Requested Room-Nights
\$156,680 Econ Impact

Lost Reasons: Rate, lack of space

August 2013									
Lead sent date	Event account	HQ Selected/Reason or Location Lost	Event status	Event start date	Event end date	Total Requested Room Nights	Multiplier	Economic Impact	Source
8/8/2013	2014 PBA Annual Meeting	not enough response from partners-will discuss at DOS MTG and work on proposal for 2015	Withdraw	6/9/2014 or 6/16/2014	6/13/2014 or 6/20/2014	260	260	\$67,600.00	CVB Generated
8/13/2013	NYS Assoc for the Edu of Young Children 2013Fall Board MTG	Rate too prohibitive, not competitive	Lost	9/27/2013	9/28/2013	25	260	\$6,500.00	CVB Generated
8/16/2013	Prue Wedding	Ramada, Super 8	Booked	8/8/2014	8/10/2014	100	353	\$35,300.00	Call-in
8/20/2013	Montony Wedding	reissue lead, bride changed the date & venue	Withdraw	8/1/2014	8/3/2014	80	353	\$28,240.00	Call-in
8/28/2013	Southend Boys' & Girls' Choirs	client stopped returning communications	Lead	7/30/2014	8/1/2014	80	238	\$19,040.00	Call-in

Totals

545

\$156,680.00

August 2014

Lead sent date	Event account	HQ Selected/Reason or Location Lost	Event status	Event start date	Event end date	Total Requested Room Nights	Multiplier	Economic Impact	Source
8/5/2014	College Trip	lost to Hampton Inn Corning. Ithaca rates are too high and the hotels that responded were not up to par	Lost	10/24/2014	10/25/2014	11	238	\$2,618.00	Accommodation Referral
8/5/2014	Fredonia Swimming & Diving		Lead	10/17/2014	10/18/2014	16	250	\$4,000.00	Call-In/CVB Website
8/5/2014	Patchcoski Wedding		Lead	10/31/2014	11/2/2014	60	353	\$21,180.00	Local Referral
8/7/2014	Grizzanto Wedding		Lead	8/21/2015	8/23/2015	40	353	\$14,120.00	Accommodation Referral
8/7/2014	Murphy-Gregory Wedding		Lead	6/19/2014	6/21/2014	80	353	\$28,240.00	Ithaca College Contact
8/11/2014	Speedo Invitational Swim Meet	Contracted all hotels that responded to the lead	Booked	3/18/2015	3/22/2015	2000	250	\$500,000.00	Local
8/14/2014	International Wildlife Disease Association Conference		Lead	7/24/2016	7/29/2016	1500	260	\$390,000.00	Cornell University Contact
8/19/2014	Sears Wedding		Lead	7/10/2015	7/12/2015	30	353	\$10,590.00	Local Referral
8/21/2014	Monsignor Martin Swim League		Lead	11/20/2014	11/21/2014	30	250	\$7,500.00	Accommodation Referral
8/26/2014	2016 Religious Sisters Conference	No Meeting Space to meet the requirements of the group	Lost	7/9/2016	7/16/2016	700	260	\$182,000.00	Call-In/CVB Website

Totals

4,467

\$1,160,248

Designation of Tourism Promotion Agency for State

WHEREAS, the Tompkins County Planning Department in its administrative function for tourism matters is qualified to recommend the appropriate agency for official Tourism Promotion Agency (TPA) designation, and

WHEREAS, the Strategic Tourism Planning Board has reviewed the matter with appropriate agency representatives, and

WHEREAS, Tompkins County has historically been a gateway to the Finger Lakes region of New York State and experiences significant economic benefit from tourism as a result, and

WHEREAS, to obtain certain New York State funding, counties must designate a TPA, and

WHEREAS, Tompkins County has a contract with the Tompkins County Chamber of Commerce to for the period of January 1, 2011 through December 31, 2015 to provide destination marketing services for Tompkins County through the Ithaca Tompkins County Convention and Visitors Bureau (ITCCVB), now therefore be it

RESOLVED, on recommendation of the Economic Development Committee, That the Ithaca/Tompkins County Convention and Visitor's Bureau (ITCCVB) be granted the official TPA designation for Tompkins County for State Fiscal Year 2014-2015, and

RESOLVED, further, That the Director of the ITCCVB report to the Economic Development Committee if change occurs in state tourism funding requirements.

SEQR ACTION: TYPE II-20

* * * * *



Tompkins County
STRATEGIC TOURISM PLANNING BOARD

121 East Court Street
Ithaca, New York 14850
Telephone (607) 274-5560

September 12, 2014

FOR IMMEDIATE RELEASE

Media Contact: Tom Knipe, Senior Planner / Tourism Coordinator
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Tourism Board Seeks Two Representatives

The Tompkins County Strategic Tourism Planning Board (STPB) is recruiting two new members to begin service in January 2015. Tompkins County residents are invited to submit an application no later than October 20th, 2014. One representative from the Arts and Culture sector of the local tourism economy is sought, along with one Lodging representative.

The STPB is a volunteer public board which advises the Tompkins County Legislature on effective use of over \$2 million in hotel room occupancy tax revenues. Its mission is to provide oversight and strategic direction for tourism initiatives that promote economic development and enhance the quality of life in Tompkins County.

The STPB contains balanced representation with interests in lodging, retail, recreation, arts and culture, institutions of higher education, agriculture and other relevant sectors of the local tourism industry. The Lodging vacancy is being created by the departure of a long-serving member who is leaving the board because of term limits, and the Arts and Culture vacancy is created by a resignation. Meeting dates are the third Wednesday of each month from 3:00 to 5:00 pm.

For an application, visit the County's website at www.tompkins-co.org/legislature/advisory or call the Legislature office at 607-274-5434. Questions about serving on the STPB can be directed to Lynnette Scofield, chair of the STPB Membership and Bylaws Committee, millerinn@aol.com and by viewing the Tompkins County Tourism Program's website: www.tompkinscountyny.gov/tourism