

## Tompkins County Strategic Tourism Planning Board (STPB) Meeting Minutes –January 2012

**Date:** January 18, 2012  
**Time:** 3:00-5:00pm  
**Location:** Convention and Visitor's Bureau

**Attendees:**

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Sue Perlgut	✓	Arts-Culture
Anthony Hopson	✓	Ithaca College, Vice-Chair	Sue Stafford	✓	TC3
Beverly Baker	✓	At-Large	Susie Monagan	✓	Arts-Culture
David Sparrow	✓	At-Large, Chair	Tim Joseph	✓	At-Large
Ethan Ash	✓	Arts-Culture	Todd Miner	✓	At-Large
Gary Stewart		Cornell	Brett Bossard	✓	CAP, Non-Voting
Jon Reis	exc	Arts-Culture	Carol Chock	exc	Legislature, Non-Voting
Ken Jupiter	✓	At-Large	Fred Bonn	✓	CVB, Non-Voting
Paul Tatar	✓	Recreation	Gary Ferguson	✓	DIA, Non-Voting
Rick Adie	✓	Lodging	Jean McPheeters	✓	Chamber, Non-Voting
Scott Wiggins	✓	Lodging	Martha Armstrong	✓	TCAD, Non-Voting
Stuart Stein	✓	At-Large	Tom Knipe	✓	Staff

**Also in attendance:** Kathy Wilsea (Tompkins County Planning Dept.)

**Agenda**

- Chair's Report
- Minutes of November 30, 2011
- 2012 Tourism Coordinator Draft Work Plan
- Nominating Committee Report
- 2012 ACOD Grant Recommendations
- Tompkins County Strategic Tourism Plan Update
- CVB Report

**Discussion**

The meeting was called to order at 3:09 by David Sparrow, Chair.

- 1. Chair's Report** – David Sparrow extended thanks to all, especially Tom Knipe, who planned and participated in the Community Workshop for the Strategic Tourism Plan update. It was very successful and well attended. Fred Bonn said he was impressed by the number of new faces.
- 2. Minutes** of November 30, 2011 meeting were accepted by voice vote with no changes.
- 3. 2012 Tourism Coordinator Draft Work Plan** – Tom Knipe will email the document to members. It has three priorities: (1) Completion and implementation of the Strategic Tourism Plan; (2) Program Administration, including contract management, and review and overhaul of grant management for fall 2012 implementation; and (3) Program Evaluation process with measurable goals, to be completed by December for 2013 implementation. The draft has been reviewed by Planning Department management. Consideration will be given to supporting applications for NYS grants if funding becomes available. David pointed out the contract management is a massive job, and Planning Department staff is helping with that.
- 4. Nominating Committee Report & Recommendations** – *Agriculture Seat:* Beverly Baker reported that the Nominating Committee interviewed three applicants for the Agriculture seat, and recommends Rita Rosenberg be appointed. Rita has a working farm with a cottage for rent, conducts agri-tourism tours around the area, and would be a great asset to STPB. Recommendation was supported by unanimous vote of members. The Committee will bring other issues about membership to a future meeting. Applications of Rick Adie, Susie Monagan and Sue Stafford for reappointment to STPB will go forward to the Legislature.

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*Election of Officers for 2012:* Beverly presented a slate for officers, which is the renomination of David Sparrow as Chair and Anthony Hopson as Vice Chair. There were no nominations from the floor. The slate passed by unanimous voice vote of members, with nominees abstaining.

**5. 2012 Arts and Culture Organizational Development (ACOD) Recommendations** – Brett Bossard reported there are eight organizations in the program, and all have multi-year grants for what was formerly called the Stabilization Program. End-of-year reports and fiscal reviews have been examined. All participants are showing progress toward their goals. The Committee recommends the contracted amounts go forward for funding.

The Committee also discussed a leadership seminar being offered by the Human Services Coalition, and recommend the ACOD program be used to provide scholarships for the seminar for two applicants this year, and others in future years. The ACOD program has adequate funding for this, and the use is in line with program goals. Vote was unanimous to support the committee recommendations.

**6. Tompkins County Strategic Tourism Plan Update – Workshop:** Tom Knipe pointed out that the posters around the room were from the workshop. Many STPB members attended. He provided printout of PowerPoint slides that reviewed the workshop and ideas generated. The *Top Three Ideas* of workshop groups were part of the report. Workshop results will be discussed here and at PDEQ. The committee will work on prioritizing in the spring and then release a draft Plan. It is important to think about how to harness the energy from the conference.

Sue Perlcut said one of the attendees at her table runs week-long business seminars and was looking for tourism ideas for family members who come along on the trip. Paul Tatar extended his compliments to those who did the publicity, saying it was a good job that led to great attendance. Gary Ferguson said he feels it's important to keep the participants engaged. Anne Kellerman spoke with people who were surprised we made an effort to engage people from outside STPB, and it was an important message to them that they are included. Some participants started as nay-sayers about tourism promotion, but became good contributors. Fred Bonn reminded us that the late afternoon time made it difficult for restaurants to participate, and we need to capture their feedback somehow. Tim Joseph was impressed by the number of attendees, and their level of participation. It showed how many have a stake in tourism. Brett Bossard thought the mention of possible term limits for STPB members led participants to think they will have a better opportunity to participate here. David Sparrow wrapped up by saying it was gratifying to hear some of the same ideas today that the Planning and Evaluation Committee has mentioned.

*Policies:* Tom Knipe reported the draft policies were sent to PDEQ after they were discussed here. Overall, comments were positive. Some provided detailed responses, and edits may result. In terms of combining policies 1 and 2, he is trying to think of how that could be done. David Sparrow said he heard some sensitivity at PDEQ on the 40%/60% split. Tom said he his impression was that they want STPB to establish a timeline for that review. Fred Bonn warned committee composition may change and we might need to back up and present again. Brett Bossard said we may have a new County Legislature liaison, too. These are subject to change every year.

**7. Convention & Visitors Center Report** – Fred Bonn reviewed the report that was provided with the agenda. He told members that extra invitations for the Chamber dinner are available if needed.

**8. Announcements** – Workshop for grant applicants will be held 1/24, 3 to 5 PM at CVB, STPB members are welcome. Spring grant round applications are due 2/29. Tourism Partner awards will be presented 2/7 at the County Legislature meeting. David Sparrow will send out committee assignments soon. Martha Armstrong said she is working with capital grant applicants, and there are too many to fund. Application materials will be posted to the member web link.

With no further business, the meeting adjourned at 4:15pm.

Respectfully submitted, Kathy Wilsea, Secretary, Tompkins County Planning Dept.

Approved by STPB on 2/15/2012

**Next Meetings Scheduled:** February 15, 2012