

Draft MINUTES
Strategic Tourism Planning Board
February 16, 2011 Convention and Visitors Bureau

PRESENT: Rick Adie, Martha Armstrong, Sue Perlgut, Brett Bossard, Carol Chock, Debbie Teeter, Gary Ferguson, Marrie Neumer, Todd Miner, Ken Jupiter, Susie Monagan, David Sparrow, Gary Stewart, Sue Stafford, Paul Tatar, Scott Wiggins, and Fred Bonn

GUESTS: Jean McPheeters, President of Chamber of Commerce, Vicki Taylor, Downtown Ithaca Alliance, and Nancy Grossman, Discovery Trail

1. Chair's Report – David Sparrow

David discussed the 2011 goals for STPB this year

- Hiring Tourism Coordinator
- Revision of 2005-2010 Strategic Plan
- Revision of bylaws
- Emphasis on New Initiatives

2. Minutes January 2011

The minutes were approved as presented.

3. Welcome to Sue Perlgut

David welcome Sue to her first meeting of the STPB.

4. Discovery Trail Presentation – Nancy Grossman

Nancy presented

- 2010 achievements
- 2010 summary
- 2011 outlook

There is a new look to the website with a call to action appeal. The Trail contributed mini-bags to local innkeepers for front line staff. Their new brochure was distributed at NYS Fair and displayed at Ticket Center.

- New for 2011 Plantations will be able to track visitors
- Johnson Museum to open in the Fall 2011
- The Trail had a spotlight feature in Buffalo News
- Nancy applied for Ad-words grant – to develop new campaigns
- Focus on 200 mile radius marketing campaign
- Focusing more on web marketing, with cross marketing within the Discovery Trail, and working closely with CVB marketing;
- Have visitors survey to go this summer
- Would like Nancy to use survey questions same as Chmura's questions

5. Tourism Capital Grants

The committee members for the Tourism Capital grants include Pam Mackesey, Ken Jupiter, Andy Sciarabba, Howard Harnett, Mary Kane, and for 2011, Tim Joseph

The grants are aimed at larger tourism attractors, and feasibility studies for large attractions.

Applicant	Project Value	Requested Grant	Requested distribution years	Recommended
Cayuga Nature Center Capital Improvements for Enhanced Programming**	450,000	100,000	\$25,000 2011 \$25,000 2012 \$25,000 2013 \$25,000 2014	\$13,000 2011 \$25,000 2012 \$25,000 2013 \$25,000 2014 \$12,000 2015
Sciencenter Application 1* Marcellus Shale Exhibition	220,000	60,000	\$30,000 2011 \$30,000 2012	\$25,000 2011 \$25,000 2012
Sciencenter Application 2 Thriving on a Small Planet Exhibition	180,000	60,000	\$30,000 2011 \$30,000 2012	No Action
Social Ventures/Tem Skate Park Ithaca Skate Park Renovation	435,340	100,000	\$50,000 2011 \$50,000 2012	\$27,000 2011 \$33,000 2012

Question:

Will skateboard park charge fees? No. However if they have events, will likely charge event fees to participate.

How did they track numbers? They used numbers from the indoor skate park at Rogues Harbor since they count each user.

Why did the skate park not come up in Chmura Study as an attractor? This is a new young market that is developing locally.

Sciencenter's Marcellus Shale application – not only will the exhibit include is the science, but will explain why is it significant. They projects 6,000 visitors per year, as well as resident visitation.

One member concerned – how will questions be framed: “how will drilling effect” vs “how would drilling effect the environment if it took place.”

Comment: Sciencenter has track record of nationally recognized projects that were tactfully approached.

Cayuga Nature Center

They will work toward the merger with PRI- Museum of the Earth. How does the 5 year plan of payments affect the entities if merged before the end of 5 years? We also must consider future requests and if CNC is a priority for the Tourism Program.

The board voted unanimously in favor of the Cayuga Nature Center recommendation.

The board voted unanimously in favor of the Sciencenter recommendation.

The board voted 10 in favor while Rick and Gary voted no for the Social Ventures skate park.

6. Festivals Outreach – Vicki Taylor

Vicki is working on defining what a festival is – special event, festival, and community celebrations.

Types of events

- Tourism Projects
- Large Festival
- Small
- Historic
- Rural

She is working on a Festivals Strategic Plan – to be presented a few months from now while the committee works through the details. Components will include:

- Outreach and Input
- Comparative Research
- Stabilization and sustainability
- Collaboration & Resource Sharing
- Equipment, database, & event center
- Marketing
 - consider packaging
 - excursions
 - welcome bags
 - cooperative marketing campaigns
- Education
- Infrastructure
 - Parking & transportation
 - Accessibility
 - Event Site Planning

- Advocacy and support
 - Municipal support
 - Assist planners

Our resources and new events

- Chmura Study
 - Culinary
 - Natural events
 - Evaluation
 - STPB Funding
 - Consider increase room occupancy tax,
 - Goals & Objectives
 - Monitor competition between events
 - Increase Tourism / Secondary Spending
 - Share Resources
 - Working with host municipality
 - Fiscal Sustainability & Responsibility
 - Events should be inclusive and diverse
 - Time of Year
 - Green Initiatives
 - Good for Community

Questions & comments

- Charging admission?
- Are we looking at current festivals for evaluations, as well as festivals happening in other communities
- Coordination is so important
- Opportunities for more engagement with restaurants
- Celebrations are a place to celebrate a sense of place, and should remain free and open to the public
- What will trigger the City to deny the permit- police and fire resource use
- Stewart Park – evaluation of restrooms, parking, evacuation --- Long range solutions

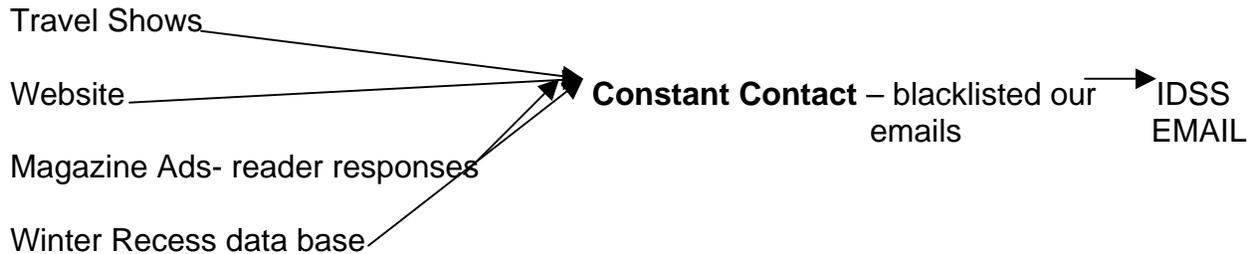
7. CVB Report

Fred circulated a year in review report and monthly report

- Winter Recess
- 2011 Travel Guide
- Toronto Outdoor Adventure Show
- 2010 Consumer Email Campaigns
- 30 Second TV Spot
- Tourism Government Action Day & Empire Ste Tourism Conferece
- I Love NY Green Restaurant program
- NYS Matching Funds

CVB Accounting of “Consumer” and “Winter Recess” flawed email campaigns during 2010

The company hired by the CVB had not been delivering the emails to the audience that we thought were delivered.



Constant Contact also had a limit of 200 email addresses that it was utilizing

Remedy: Exact Target

8. Community Arts Partnership- Brett Bossard

Brett circulated information on surveying via Arts & Economics, He thanked STPB members for attending the CAP event at the Finger Lakes Wine Center.

The Literary Fest will occur again in the spring. The Art Trail had 6,000 studio visits, with approximately \$65,000 in art sales, as well as sales at the Artist Market at the Farmers' Market.

Brett expects NYSICA to impose roughly a 10% cut locally, as well as another 10% cut in the future

9. Adjournment

The meeting adjourned at 5:10 pm.