

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

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

Attendees:

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

Also in attendance: Ronda Roaring, Kathy Wilsea (Tompkins County Planning Dept.), several Ithaca College students (guests of Anthony Hopson and Susie Monagan)

Agenda

1. March Meeting Minutes
2. Chair's report
3. Bylaws update and discussion
4. Budget Committee Report
5. Strategic Tourism Plan Draft
6. CVB Report

Discussion

1. Approval of minutes for March, 2012 STPB meeting - March Minutes were approved without change.

2. Chair's report - David Sparrow announced the Membership & Bylaws Committee will report on interaction with the Legislature's PDEQ Committee. PDEQ returned the bylaws to STPB for changes. The State Theatre has signed their contract with the Ticket Center. Tompkins County Planning Department has requested STPB commitment for a Comprehensive Plan action item to promote and assist in the development of the county's tourism attractions, including cultural, natural and commercial attractions. David has signed the letter of commitment. (Copy of request attached.)

David requested a report from the Beautification Committee. Beverly Baker reported the City of Ithaca's Forester has indicated she wishes to serve on STPB as an associate member. Jean McPheeters reported some 2012 funds will be used for the Stewart Park flagpole area. Some towns have not applied for the program, and Jean is willing to interact with them. The watering truck is being put to good use. QR codes are included on posters to aid in recruiting volunteer signups. A goal this year is to work on the three triangles near the Commons and maintain them during the upcoming construction. The triangle at Route 79 and Mitchell Street is being removed, and the committee will consider what to do there when the reconfigured intersection is completed.

Bylaws Update and Discussion – Beverly reported she just received the last comment today, and passed around an updated draft document. She reviewed suggested amendments and all were accepted. She will clean up the document and it will return to PDEQ.

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Budget Committee Report – Rick Adie reported they held their first meeting last week and established a schedule through July. They will be forecasting the 2013 room tax revenues.

Introduction of Guests - Three Ithaca Colleges students were present today, along with Danby resident and ilovethefingerlake.com website owner Ronda Roaring.

CVB Report – Fred Bonn had provided a report with the agenda. He reviewed highlights, and noted that Ithaca College hasn't finalized the contract with CVB for the diving championships, mentioned in the report. Fred and Jean had a meeting at the Holiday Inn about the hotel's renovation schedule. They will close on November 26, 2012 and plan to reopen in April 2013 with 80 rooms, ballroom renovation, lobby renovation, kitchen and restaurant renovation completed. The second tower construction will follow. Fred announced a position is open at CVB for an integrated marketing manager, and this is being advertised nationally.

Strategic Tourism Plan Draft – Tom Knipe provided background in a powerpoint presentation. He thanked the Planning & Evaluation Committee for the tremendous amount of work they have done, that resulted in the successful workshop, survey, and draft Strategic Tourism Plan. The fifteen focus area for the plan were on the wall around the room with detailed "potential actions". Tom pointed out the plan cannot include every idea that came in from the meetings. Carried over from the previous plan were Aims (not prioritized), Vision and outline. Not all of the old Strategic Actions were retained, and many new potential goals and actions are included in the draft. What is new: Chmura and Industry Info; measurements; program details; 14 policies; differentiation among goals, objectives, and actions; focus areas; outreach workshop and survey; and many potential actions that will become part of a separate living document. Some changes have been made to the policies identified in the plan, following discussion at PDEQ. PDEQ had requested a timeline for review of 60/40 split, and flesh-out of multi-year agreements.

The next step for STPB is to identify critical actions for the Plan. This can be up to three per Focus Area. Other possible actions will go into a separate, living document. Timeline includes a 20-day public comment period and discussion at PDEQ. Comments on the framework included Jean's preference to move the policy on multi-year agreements (page 11) to operations from evaluations. Branding was included in a policy (page 10) regarding long term destination brand value. Tom suggested that it may not be appropriate to use the plan to identify a specific brand strategy. Further discussion on branding will take place at the committee level.

Members were invited to help prioritize actions by placing one dot on their preferred "critical action" for each focus area. Following this exercise, Tom outlined next steps: he will compile data and bring to the committee to prepare the final draft for the public comment period. Tom requested that members review the draft that was distributed by email on 4/17 and submit comments via email to him to share with the P&E Committee.

Adjournment - David requested that members be sure to sign the attendance list. With no further business, the meeting adjourned at 4:45pm.

Next Meeting Scheduled

Wednesday, May 16 – 3pm

Respectfully submitted,
Kathy Wilsea, Secretary
Tompkins County Planning Department

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Tompkins County

DEPARTMENT OF PLANNING

**121 East Court Street
Ithaca, New York 14850**

**Edward C. Marx, AICP
Commissioner of Planning
and Community Sustainability**

**Telephone (607) 274-5560
Fax (607) 274-5578**

February 17, 2012

Mr. David Sparrow, Chair
Tompkins County Strategic Tourism Planning Board
125 East Court Street
Ithaca, NY 14850

RE: Five-Year Implementation Plan – Tompkins County Comprehensive Plan

Dear David:

The Tompkins County Planning Department is preparing a revised five-year implementation plan for achieving the principles and policies of the Tompkins County Comprehensive Plan.

When the Comprehensive Plan was first adopted in 2004, a five-year implementation plan was included. That implementation plan identified 61 priority action items to be undertaken by the community to further the Comprehensive Plan. For each action item, a principal local agency (or agencies) in the community was identified.

Since the adoption of that first implementation plan, the community has begun or completed implementation on all but one of those action items, a 98% success rate.

Working with the County Planning Advisory Board, the Planning Department has drafted a new five-year implementation plan. Potential action items were gleaned from local and county plans developed in the last five years (including the Energy and Greenhouse Gas Emissions element), from action items that were considered but excluded in the first implementation plan, and from suggestions at a public meeting held in 2010.

As with the original implementation plan, no action item will be included unless a principal local agency in the community has been identified and has agreed to act as such.

We have identified an action item for which we think the Strategic Tourism Planning Board is the appropriate principal local agency. As with the original implementation plan, we are asking for lead agencies to commit to this role given existing resources. No additional funding from Tompkins County should be expected. We would like to list the Strategic Tourism Planning Board as the lead agency, with the Planning Department, for the following action item:

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- Promote and assist in the development of the county's tourism attractions, including cultural, natural and commercial attractions.

The above action item will not be included with your agency listed as the principal local agency unless we receive a written confirmation from you. You may use the enclosed letter for that purpose.

If you have any questions, would like to suggest changes to the wording of the action item, or have any other concerns, please contact me, or Joan Jurkowich, at the Planning Department.

Sincerely,

Edward C. Marx, AICP
Commissioner of Planning and Community Sustainability