

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

Date: November 28, 2012
Time: 3:00-4:00pm
Location: Convention and Visitor's Bureau

Attendees:

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

Also in attendance: Ronda Roaring (ilovethefingerlakes.com), Kathy Wilsea (Tompkins County Planning Dept.)

Agenda

1. Approval of minutes for October 2012 STPB meeting
2. Chair's report
3. Grant Program Update
4. CVB Report
5. Membership and Bylaws Committee
6. Announcements

Discussion

The meeting was called to order at 3:07 PM.

October minutes were approved unanimously with the attachment of the Executive Committee statement to the Task Force on TCAD.

Chair's Report – David Sparrow reported the Task Force on TCAD has met three times. Their work is deliberate, but swift. The most recent meeting included a presentation by Brett Bossard, Fred Bonn and Tom Knipe. At the next STPB meeting there will be discussion on the Statement of Tourism Partners that was included in the agenda materials for today's meeting. The next Task Force meeting will be 12/3, 5:30 at CVB, followed by meetings each succeeding Monday. These are open to the public. Stu Stein said meetings have primarily been devoted to information gathering so far, and when that wraps up the Task Force will return to addressing their charge. He was very impressed by the presentation of the tourism team on Monday. David announced STPB needs to meet in December, and that meeting will occur on the regular date of 12/19.

Grant Program Update – Tom Knipe reported the announcement on the Strategic Tourism Plan implementation grant round went out to partners and by press release last week. The STPB Chair will establish the committee and Tom wants to meet with them to go over the guidelines and the review process. He expressed thanks to Brett Bossard for Strategic Tourism Plan design and to Anthony Hopson and Ithaca College for printing the hard copies. Concerning other grant programs, Tom will report in December to recommend some changes. He seeks to have changes in place before the announcements for spring grant rounds.

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Convention & Visitors Bureau Report – Fred Bonn included his report with the agenda package. Instead of reviewing that, he wanted to show members how viral social media works. Last night he received email around 9 PM from Tiffany Gallagher (Hilton Inn) to view a video on YouTube. He put it on CVB FaceBook when 15,400 viewers had seen it already, and the viewer count is now 19,215. Comments are coming from folks with Ithaca connections. CVB posts new info daily on FaceBook, mixing engaging things with information on festivals and events. He noted Facebook is not a sales tool, it's a branding tool. Ethan Ash suggesting getting one intern each semester to do a video for CVB to post.

Membership and Bylaws Committee – Anthony Hopson reviewed the committee's work to select a recommended slate for new STPB appointments. The number of applicants shows there is no shortage of interest in STPB. The committee recommends three persons to become new At-Large members: Miriam Musco, Stephen Nunley, and Steven Hugo. Their applications were posted on the Member FTP site to be accessible for member review. Some other applicants will be contacted about associate membership, but those decisions have not been made yet. David directed that today's minutes include the template of the letter that will go to applicants who were not selected. STPB employs Conflict of Interest disclosures, and members are expected to recuse themselves when there is discussion/voting concerning grant applications from their employer. Mentoring for new members was discussed, and may be implemented next year following discussion at the committee level. Tom provides orientation for new members. One application has recently been received for the Transportation ex-officio seat; that will be reviewed at a later date. Slate of the three new recommendations plus reappointment of Kellerman and Perlgut was passed by unanimous voice vote with current members abstaining from vote to reappoint themselves.

Nominating Committee – David reported this committee consisted of himself, Beverly Baker and Ken Jupiter, who are all ineligible to serve next year. Rick Adie is willing to serve as chair for 2013, and Sue Perlgut is willing to serve as vice chair. Vote will occur at the January meeting, when nominations may also be made from the floor. Rick said STPB is facing a huge gap as we lose people to term limits, and he is willing to serve and keep momentum going.

Announcements – Scott Wiggins thanked the people who worked on the statement/presentation to the Task Force on TCAD, which he found inspiring.

- Stu asked for information on the monthly festivals workshops, and Tom said Vicky Taylor-Brous has conducted one so far on budgets. There will be a total of six different topics, with the next one here at CVB on Tuesday, 12/4. More information can be found at: tompkinsfestivals.com
- Susie Monagan asked when ACOD and tourism grant review committees will be working. Tom said Brett's new ACOD schedule puts the committee work early in 2013. Seven of the eight participants are at the end of their cycles, and will need to reapply. Marketing & Advertising, Tourism Projects, New Tourism Initiatives, and Community Celebrations will have funding announcements and a workshop late in December or early in January, with applications due at the end of February.

With no further business, the meeting **adjourned** at 4:05pm.

Respectfully Submitted,
Kathy Wilsea, Secretary
Tompkins County Planning Department

Approved by STPB on December 19, 2012

Next Meeting Scheduled

Wednesday, December 19 – 3pm CVB