

Tompkins County Strategic Tourism Planning Board

**February 20th, 2013 Meeting
3:00 pm – 4:30 pm**

Ithaca Tompkins County Convention and Visitors Bureau

Meeting Agenda

- 1) Opener – All – 10 minutes
- 2) January STPB Meeting Minutes – 3 minutes
 - ACTION – Approve Minutes
- 3) CVB Annual Marketing Plan - Fred Bonn and CVB Staff – 30 minutes
 - REPORT (20 minutes) and DISCUSSION (10 minutes)
- 4) STPB Committee Assignments - 2013 Committee Chairs – 20 minutes
 - REPORTS (2 minutes each) on 2013 committee goals
- 5) Tourism Grant Program Guidelines – Tom Knipe – 10 minutes
 - REPORT on changes to grant application and guidelines
- 6) STPB appointments – Sue Perlgut – 5 minutes
 - ACTION – Recommend new member appointments: At-Large seat coming open in April; ex-officio government transportation seat.
 - Notice of Chair’s appointment of new Associate Members
- 7) STPB Letter of Support – STEP grant – Tom Knipe – 3 minutes
- 8) Announcements – All - (time permitting)

Next meeting:

Wednesday, March 20th. Major Topic: 2013 Tourism Grant Recommendations

Agenda packet:

1. January 2013 STPB meeting minutes
2. CVB Monthly Report
3. 2013 STPB Committee List
4. 2013 Tourism Grant Guidelines and Application are available to view online:
 - a. [Unified Application](#)
 - b. [Tourism Marketing and Advertising Grant Guidelines](#)
 - c. [New Tourism Initiative and Tourism Project Grant Guidelines](#)



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.

1 **Date:** January 23, 2013
 2 **Time:** 3:00-5:00pm
 3 **Location:** Convention and Visitor's Bureau
 4

5 **Attendees:**

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

7

8 **Also in attendance:** Josh Friedman (Hangar Theatre), Rachel Lampert (Kitchen Theatre), Doug Levine
 9 (State Theatre), Mike Mellor (candidate for associate membership), Dwight Mengel (candidate for
 10 Transportation seat), Ronda Roaring (ilovethefingerlakes.com), Kathy Wilsea (Tompkins County Planning
 11 Dept.)
 12

13 **Agenda**

- 14 Approval of minutes for December, 2012 STPB meeting
- 15 Election of 2013 Officers
- 16 Welcome and Opener
- 17 STPB Business
- 18 Ticket Center Ithaca
- 19 ACOD Grant Guidelines
- 20 Strategic Tourism Implementation Grants
- 21 CVB Report
- 22

23 **Discussion**

24 **The meeting was called to order at 3:07 PM** by 2012 Vice Chair Anthony Hopson.
 25

26 **December 2012 minutes were approved** unanimously without change.
 27

28 **Election of 2013 Officers** – Anthony reviewed the slate that was recommended by the Nominating
 29 Committee at the December 2012 meeting: Rick Adie for Chair and Sue Perlgut for Vice Chair. There
 30 were no nominations from the floor. Slate was moved by Paul Tatar, seconded by Sue Stafford and passed
 31 by unanimous voice vote. Rick Adie then assumed control of today's meeting. He said he will try to carry
 32 on the tradition of good leadership provided by previous chairs, and announced Sue Perlgut has been ill
 33 and is unable to attend today. Sue will work with board dynamics – maybe plan a spring retreat.
 34

35 **Welcome and Opener** – New At-Large members Stephen Nunley and Steve Hugo were welcomed. Going
 36 around the table, members were asked to introduce themselves and state two goals they have for STPB
 37 this year. Steve Hugo: Interested in how tourism affects the entire region. Building our brand – he sees a
 38 renaissance of downtown and wine in our region, as well as agritourism. Tim Joseph: Making the Strategic
 39 Tourism Plan perform. Maybe recognize that some goals are not workable, but make the decision
 40 consciously. Ethan Ash: Make STPB and the work we fund more visible to the community. Treat some
 41 grants as pilot projects and learn from them. Paul Tatar: Get Cayuga Lake fishing onto ESPN. Support
 42 the heritage tourism of our work, especially Stewart Park renovations/Ithaca Motion Picture Project, and

43 aircraft history. Anne Kellerman: Make some of the Plan elements work this year. Work on the problem of
44 geese in Stewart Park, because they detract from visitor enjoyment. Brett Bossard: Get public art funded
45 with tourism dollars, especially in the towns. Make sure downtown development doesn't harm tourism short
46 term. Stu Stein: In terms of TCAD funding, engage with TCAD to clarify specifics of support for tourism.
47 See new members be ready to take over leadership of STPB and make it all it can be. Gary Stewart:
48 Focus on sustainability and ecotourism. Leadership should make an effort to take advantage of the talent
49 of our members, and engage all in discussion. Anthony Hopson: Be advocates for the tourism industry and
50 continue regional outreach. Support the efforts of the Convention & Visitors Bureau. Tom Knipe: Harness
51 the interest and engagement that was present during the development phase of the Strategic Tourism Plan
52 to support its implementation. Have the board engage with him in developing a comprehensive evaluation
53 system for room tax funded programs. Stephen Nunley: Build Tompkins County as an all-arts destination.
54 Use our thinking as a green location as an anchor. Susie Monagan: Continue to look at other communities
55 for inspiration. Support the Ithaca Theatre Collective in working with CVB and how we market performing
56 arts. Will Burbank: Get to know one another. Continue the TCAD funding discussion concerning tourism
57 as economic development. Scott Wiggins: Encourage recognition of how special our room tax program is.
58 Have the Strategic Tourism Plan live beyond STPB by getting others to support the implementation of some
59 action items. See STPB have a larger voice on the state level. Fred Bonn: Make sure we take full
60 advantage of new hotel rooms. Get his staff to take a leadership role in the tourism community. Sue
61 Stafford: Implement the Plan and support Tompkins County and Ithaca as a destination. Continue to place
62 quality staff for our hotels and attractions. Dwight Mengel: Provide ease of use for tourists using our
63 transportation systems. Learn practical logistics of how to run bus tourism. Ken Jupiter: Increase and
64 improve the value of STPB programs.

65
66 **STPB Business** – Rick announced these 2013 committee chair appointments:

67 Ethan Ash – Marketing and Advertising Grant review
68 Carol Kammen – Community Celebrations
69 Stu Stein – Festivals
70 Sue Perlgut – Membership/Bylaws
71 Ken Jupiter -- Planning and Evaluation
72 Jon Reis – Tourism Project and New Tourism Initiative Grant review
73 Rick Adie – Tourism Partner Awards

- 74 • Rick asked members to sign up for two or three committees, noting term limits are affecting much of our
75 talent. On the Annual Poll, he asked members to state preferences for committee assignments. He
76 and Sue will be doing outreach to establish committees.
- 77 • PDEQ has split into two committees; the County Legislature now has an Economic Development
78 Committee to which STPB will report. Work will tie in with the funding scenario for TCAD.
- 79 • Downtown Ithaca Alliance will recognize STPB with an annual award for the Strategic Tourism Plan.
- 80 • Members were asked to submit Conflict of Interest Disclosure Forms today to Kathy Wilsea.
- 81 • It was agreed STPB will continue to meet on the third Wednesday of the month, 3 PM at CVB.

82
83 **Action Items:**

84 Arts and Culture Organizational Development (ACOD) Grant Guidelines – Brett Bossard reviewed three
85 changes from the material provided for the December meeting. (1) New item IV would allow for multi-year
86 grants for shared services. (2) Maximum annual funding would increase from \$25,000 to \$30,000. Also
87 (3) change language (middle page 3 on draft) to include an eligibility requirement for performing arts
88 organizations of participating in collective marketing and joint ticketing services “such as those currently
89 provided through Ticket Center Ithaca . . .” instead of the previous guideline that required participation in
90 Ticket Center Ithaca. Proposed guidelines moved by Anthony, seconded by Stu. Discussion followed on
91 the third suggested change, the need for clarification of the decision-making entity for that aspect, and
92 leaving some choice to the applicant by using “will be favorably reviewed” instead of “must participate”.
93 With limited time and no clear resolution on (3), Rick suggested voting on the proposed Guidelines with only
94 changes (1) and (2), which passed by unanimous voice vote. Proposed change (3) will be discussed at a
95 later meeting.

96
97 Strategic Tourism Implementation Grants – Ken Jupiter chaired the review committee, and reminded
98 members these grants were designed for \$25,000 minimum to \$75,000 maximum. Funds were set aside in

99 the budget for one grant round to kick start plan implementation. Completed applications were made
100 available to members prior to today's meeting. The total budget was \$147,000 and requests totaled
101 \$600,000. Other committee members were Tim Joseph, Sue Stafford, Anne Kellerman, Jon Reis, David
102 Sparrow and Ethan Ash. Committee recommendations: Chamber of Commerce *Wayfinding and*
103 *Interpretive Signage Plan* \$62,970 (requested \$62,970, total budget \$68,220), CVB Marketing *Ithaca Farm*
104 *to Table Culinary Tourism Initiative* \$54,030 (requested \$75,000, total budget \$97,000) and Downtown
105 Ithaca Alliance *Ithaca Commons Tourism Enhancement: Information Kiosks* \$30,000 (requested \$60,000,
106 total budget \$12.2 million). Tim moved to fund the committee recommendations, seconded by Sue Stafford
107 and passed by voice vote unanimously except for abstention of Scott Wiggins. Scott said out the Conflict of
108 Interest Disclosures being collected today are timely. When he saw articles in the press about the Ithaca
109 Motion Picture Project and mention that IMPP and Stewart Park had applications pending for these
110 implementation grants, he became concerned. He felt it was inappropriate to mention this grant application
111 in the press coverage and assured members he would be very careful in answering questions from the
112 press in the future.

113
114 **Ticket Center Ithaca Report and Discussion** – Brett Bossard provided a summary with the agenda. He
115 noted this is an ongoing project that has received STPB support, and Community Arts Partnership is on
116 board as a staff component. Ticket sales have been computer-assisted since the late 1990s, with several
117 software changes. TCI is now located in Center Ithaca, sharing space with the CVB outpost. Large and
118 small organizations use TCI and, as far as Brett knows, the County has always provided support. TCI has
119 operated at a loss for the last five years and this is a growing concern, and he encourages examination of
120 total restructuring. There was member discussion on the history of the State Theatre participation with TCI,
121 whether or not the best technology for our area is being used, tickets cost more through TCI than at the
122 event, and whether or not TCI should be self-supporting or if STPB should acknowledge support is needed
123 to build Ithaca as an arts destination. Guests Doug Levine, Rachel Lampert and Josh Friedman spoke of
124 the partners' concerns, and their goals of shared marketing and providing the best service for customers.

125
126 Rick said he appreciated hearing about the problems and suggested the partners bring proposals for
127 solutions to STPB. Brett sought STPB volunteers to participate in discussion during a one-day meeting.
128 Scott, Gary Ferguson, Ethan and Fred volunteered. Susie Monagan recommended having tourism
129 professionals in the discussion, too, and keeping the big picture in mind. Fred pointed out it is difficult to
130 meet the needs of all ages in providing on-line services.

131
132 **CVB Report** – Fred Bonn provided a report with the agenda. In an update, he said lower room occupancy
133 is a regional trend, with Tompkins County down 10% in December and Elmira down 30%. In good news,
134 CVB received a \$40,000 grant from the Regional Economic Development Council for a Finger Lakes Beer
135 Trail month-long promotion. This idea came from Martha Robertson, Chair of the County Legislature.

136
137 With no further business, the meeting adjourned at 5:07 pm.

138
139 Respectfully Submitted,
140 Kathy Wilsea, Secretary
141 Tompkins County Planning Department

142
143 Approved by STPB on _____, 2013

144
145 **Next Meetings Scheduled**

146 Wednesday, February 20 – 3pm

147 Wednesday, March 20 – 3pm



Ithaca/Tompkins County Convention & Visitors Bureau (CVB)
Report to:
Tompkins County Strategic Tourism Planning Board
February 20, 2013
Submitted by: Fred Bonn, Director

MARKET UPDATE:

Hampton Inn & Suites Downtown – The proposed hotel to be constructed on a site west of the CSMA building is, at the request of the City, undergoing design modifications. It is possible that the project will be enlarged to include additional hotel rooms.

Ithaca Marriott – Urgo will be making their request to the IDA for property tax abatement on Thursday, Feb. 21. It is my understanding that they are requesting a scaled abatement package that would extend over a 10 year period.

Fairfield Inn – Our staff has been meeting on a regular basis with management from Keystone Hotel Management. They are in the process of hiring a Director of Sales and a General Manager.

Market Performance – We continue to track dropping occupancy rates at hotels in Tompkins County. As you'll see in the monthly dashboard, occupancy declined 10% when you compare Dec. 2011 to Dec. 2012. I have spoken to my peers across the state as well as with representatives at STR and PFK Consulting and they have also noticed similar changes in markets across the US. Reasons for the decline include uncertainty leading up to the Presidential election, decline in consumer confidence and Hurricane Sandy.

MARKETING AND PROMOTION:

Winter Recess – As I write this report, we are in the final hours of preparing for the 7th Annual Winter Recess Teachers Festival. Our preliminary indicators from web traffic and pre-registration point to strong regional attendance. I've attached a map that pin points where we've had teachers pre-register as of 2/13. I will have much more detail at the board meeting on 2/20.

Toronto Outdoor Adventure Show – I will be in Toronto Feb. 21 – 24 at this tradeshow. We are hoping to obtain 700+ emails address and will be highlighting our paddling, hiking and road/mountain biking assets.

Travel Guide – As this report is being written, the 2013 Travel Guide is being bound at Vanguard Printing. I will have copies available at the board meeting on 2/20.

VisitIthaca.com Upgrades – A new feature on our website allows our partners to update their content on their own. Our staff will need to approve updates, but the system now allows for multiple images and the ability to embed YouTube videos.

Content and Earned Media Specialist – We have posted this new position and have received several letters of interest. This position will be reporting to Integrated Marketing Manager Kristy Mitchell.

Meetings / Conferences, Tour Groups and Athletic Events:

Active America China – Mary Rachun will be attending this appointment based show in Philadelphia at the end of March. It is the second year we'll be attending. She will be meeting with US-based and China based group tour operators.

Albany Sales Mission & Reception For Meeting Planners- Over the next several weeks we will be making multiple trips to Albany for sales calls and to participate in a special reception for Albany based meeting and conference planners. Mary will be making sales calls to several associations; some will be in conjunction with the Holiday Inn sales department. The reception is a project coordinated by the New York State Destination Marketing Organizations.

PR & Earned Media:

Buffalo Writer – We recently hosted a writer from Buffalo Magazine who was on assignment to produce a piece about restaurants in Ithaca. Our sincere thanks to Rose Hilbert at Gothic Eves and Scott Wiggins at LaTourelle for providing accommodations. I'll make sure to include a copy of the story in a future report.

Regional Projects

Finger Lakes Beer Trail – All of the necessary paperwork has been submitted and I've been told we can expect a formal contract soon. Due to the delay in the grant's announcement, we are now planning a Feb. 2014 event.

Cayuga Lake Scenic Byway Geocache – The Cayuga Lake Scenic Byway will be introducing a new geocache promotion this spring. Log books will be available at our office and at sites along the byway. After completing the logbook participants will qualify for a unique CLSB Geocache coin.

Path Through History – I continue to be active in this initiative launched by Gov. Cuomo. Plans are to produce between 75 and 100 video/audio segments that highlight historic aspects of communities in the counties in the Southern Tier Regional Economic Development Council region.

Smith Travel Report for Tompkins County – December, 2012

Occupancy (%)	2012	Year To Date	
	Dec	2011	2012
This Year	31.1	61.5	60.1
Last Year	34.9	60.3	61.5
Percent Change	-10.6	2.0	-2.3

Demand	2012	Year To Date	
	Dec	2011	2012
This Year	14,947	346,691	339,532
Last Year	16,684	339,699	346,691
Percent Change	-10.4	2.1	-2.1

ADR	2012	Year To Date	
	Dec	2011	2012
This Year	107.39	133.19	138.84
Last Year	101.84	124.28	133.19
Percent Change	5.5	7.2	4.2

Revenue	2012	Year To Date	
	Dec	2011	2012
This Year	1,605,125	46,174,838	47,139,512
Last Year	1,699,026	42,216,222	46,174,838
Percent Change	-5.5	9.4	2.1

Ithaca / Tompkins County CVB Dashboard – Jan. 2013

Visitor Information Services – Jan. 2012

DVC 90 -27% over 2012
 ESD 133 +6% over 2012
 Requests 891 +15% over 2012

VisitIthaca.com Stats - Jan. 2013

- Because we started tracking traffic to mobile version of our website mid Sept. 2011, a YTD comparison is not possible for our Mobile site.

January	2013	2012		2013	2012
	Desktop	Desktop	Change	Mobile	Mobile
Unique visits	17,683	15,352	15.80%	1,636	55
Pageviews	70,721	64,220	10.12%	11,481	6,617
Pages/Visit	3.3	3.45	-4.20%	6.02	5.19
Avg. time on Site	3:09	3:31	%	2:18	2:02

Facebook – as of 2/13/13

- Lifetime “Likes” – 11,600

Group Sales Activity – January 2013

Leads Distributed 8
 Prospects Generated 39
 Sales Kits Distributed 6
 Prospects converted to Leads 3
 Groups Assisted/Serviceed 8
 Site Visits Conducted 1

Lead Status Report – January 2013

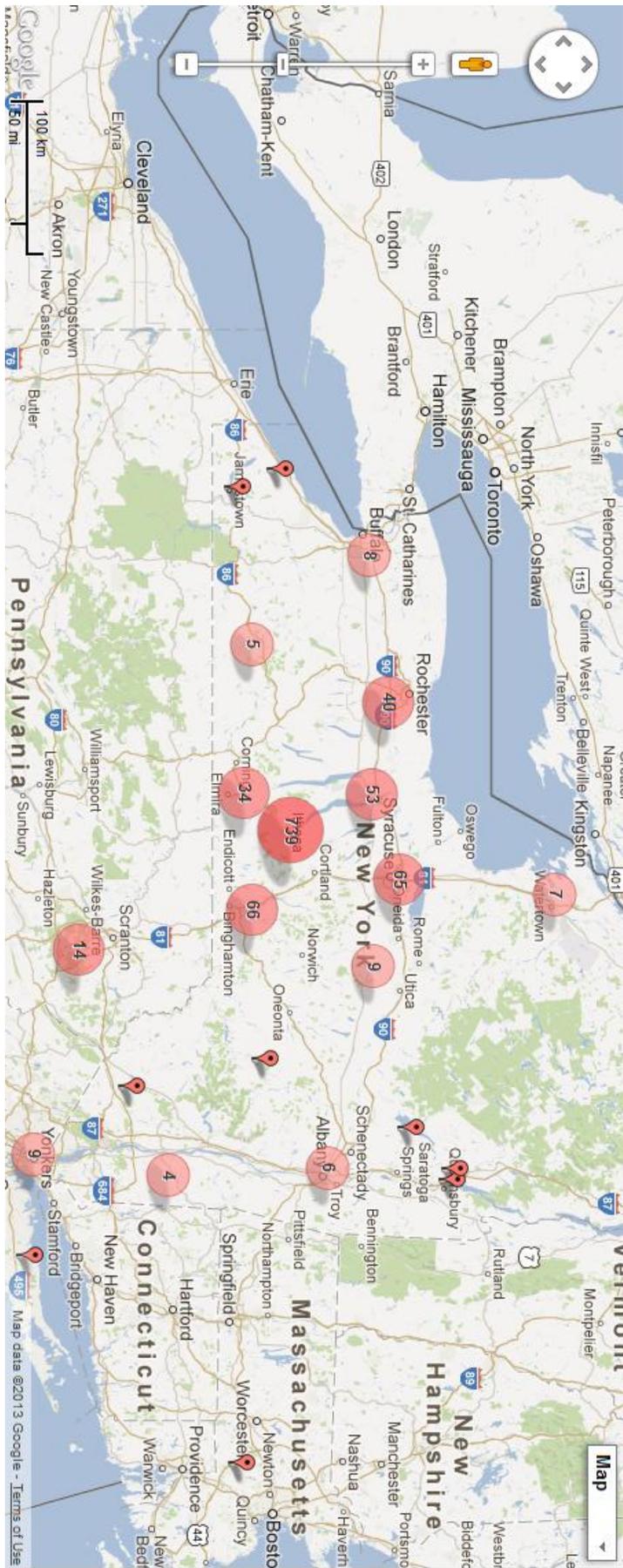
Lead sent date	Event account	Event status	Event start date	Event end date	Requested Room Nights	Multiplier	Economic Impact	Source
10/20/2011	UNYSCSA 2013 Swimming and Diving Championships	Booked	2/19/2013	2/23/2013	1000	260	\$260,000.00	Ithaca College
8/3/2012	State Track Meet	Booked	2/21/2013	2/22/2013	800	250	\$200,000.00	Ithaca College
9/24/2012	Princeton University Athletics	Booked	2/22/2013	2/23/2013	15	250	\$3,750.00	Repeat Business
1/30/2013	NCAA Regional Diving Meet	Definite	2/28/2013	3/2/2013	180	250	\$45,000.00	Ithaca College
3/21/2012	Fulton County YMCA Fying Fish	Booked	3/14/2013	3/17/2013	64	250	\$16,000.00	Local Referral
3/20/2012	YMCA State Swimming Championships	Booked	3/14/2013	3/16/2013	375	250	\$93,750.00	Local Referral
3/23/2012	Saratoga Springs YMCA Stingrays	Booked	3/15/2013	3/17/2013	120	250	\$30,000.00	Local Referral
1/23/2013	Cruzando Continentes	Definite	5/7/2013	5/7/2013	12	238	\$2,856.00	Email Request
8/3/2012	Fry Wedding	Booked	5/9/2013	5/11/2013	60	353	\$21,180.00	Local Referral
9/26/2011	Sons of Union Veterans of the Civil War	Withdrew	5/9/2013	5/11/2013	120	260	\$31,200.00	Local Referral
7/23/2012	D'Amato Wedding	Booked	5/17/2013	5/18/2013	80	353	\$28,240.00	Call-in
6/6/2012	Liu/Jacob Wedding	Booked	5/17/2013	5/18/2013	20	353	\$7,060.00	Call-in
11/20/2012	Ithaca CVB FAM Room Block	Definite	6/10/2013	6/11/2013	50	238	\$11,900.00	CVB Generated
7/17/2012	Ohio Motor Coach Mystery Tour	Awaiting Client Response	6/17/2013	6/20/2013	95	238	\$22,610.00	CVB Generated
11/28/2012	American Society of Hand Therapists BOD Meeting	Awaiting Client Response	7/18/2013	7/20/2013	29	260	\$7,540.00	Email Request
9/12/2012	Rally New England	Booked	7/22/2013	7/22/2013	80	260	\$20,800.00	Call-in
1/4/2013	Spies Wedding	Definite	7/26/2013	7/27/2013	60	353	\$21,180.00	Local Referral
1/15/2013	EduStat University	Awaiting Client Response	7/28/2013	7/30/2013	550	260	\$143,000.00	Call-in
1/11/2013	Conrado Wedding	Definite	8/2/2013	8/3/2013	100	353	\$35,300.00	Call-in
9/24/2012	Eastern Zone Age Group Championships	Cancelled	8/6/2013	8/11/2013	5000	250	\$1,250,000.00	Ithaca College
11/16/2012	J. Brown Wedding	Booked	8/9/2013	8/10/2013	75	353	\$26,475.00	Local Referral
1/14/2013	Durham Wedding	Definite	8/23/2013	8/24/2013	120	353	\$42,360.00	Call-in
9/4/2012	Masterson-Robinson IC Reunion	Postponed by organizer	8/23/2013	8/24/2013	50	353	\$17,650.00	Ithaca College
10/16/2012	TT Tours	Awaiting Client Response	9/13/2013	9/14/2013	60	238	\$14,280.00	ABA
1/2/2013	Intl. Tissue Elasticity Conference	Awaiting Client Response	9/22/2013	9/28/2013	545	260	\$141,700.00	Email Request
10/10/2012	Lane Wedding	Booked	10/4/2013	10/5/2013	30	353	\$10,590.00	Local Referral
1/28/2013	IC Alumni Weekend 2013 Room Blocks	Definite	10/11/2013	10/12/2013	400	260	\$104,000.00	Ithaca College
2/6/2012	2013 NYSPHSSA Girls Swimming/Diving Championships	Definite	11/21/2013	11/23/2013	300	250	\$75,000.00	Ithaca College
1/23/2013	NYSPHSAA Boys State Swimming Championships	Definite	2/27/2014	3/1/2014	455	250	\$113,750.00	CVB Generated
7/26/2012	NYS Snowmobile Association	Lost	4/24/2014	4/26/2014	1400	260	\$364,000.00	NYMeetings.com
4/20/2012	Engineering Development Forum 2012	Booked	6/15/2014	6/18/2014	67	260	\$17,420.00	Cornell University
10/10/2012	Cayuga Bird Blub Conference	Definite	9/19/2014	9/20/2014	150	260	\$39,000.00	Local Referral

Assists

1/2/2013	Advance Tours							
1/10/2013	Fremont Investing							
1/10/2013	Match Charter Public High School							
2/4/2013	Watertown Girl Scout Group							
2/5/2013	Covered Wagon Tours							
2/6/2013	Advance Tours							
2/7/2013	Presidents Council of Cornell Women							
2/8/2013	Buffalo Youth Hockey							

Re-Booked Business

Tour Company	Tour Dates	Dates in ITH
R&J Tours	6/11-21/13	6/17-19/13



Winter Recess 2013 Advance Registration as of 2-13-13

STPB Committee Assignments 2013

Key blue type means on committee last year

Italics mean Associate STPB Member, Ex-Officio STPB member, or member of the community.

Committee	Meetings	Members by appointment	Admin	Chair	Committee Members
Executive	As needed	Former Chairs and Vice Chairs, Budget Chair and Current Chair and Vice Chair	Tom Knipe	Rick Adie	Rick Adie, Sue Perlgut, <i>Stu Stein, Scott Wiggins, Anthony Hopson</i>
Standing Committees					
Budget 4 Voting members required		Chair, Vice Chair	Tom Knipe	Rick Adie	<i>Rick Adie, Anthony Hopson, Stephen Nunley, Sue Perlgut, Sue Stafford</i>
Membership & By-Laws 3 Voting members required	As needed		Tom Knipe	Sue Perlgut	<i>Sue Perlgut, Jon Reis, Miriam Musco, Gary Stewart, Christy Agnese</i>
Nominating Appointed by vote of the full board	As needed				
Grant Review Committees (2 voting members required)					
Tourism Project and New Tourism Initiative Grant Review	March, November (if needed)		Tom Knipe	Jon Reis	<i>Jon Reis, Steve Hugo, Scott Wiggins, Susie Monagan, Miriam Musco, Ann Gossen, Rita Rosenberg</i>
Community Celebrations	March, November		Tom Knipe	Carol Kammen	<i>Carol Kammen, Stu Stein, Beverly Baker, Sue Perlgut, Jackie Kippola, Mike Lane</i>
Arts and Culture Organizational Development Grant	March	Arts & Culture STPB reps	Brett Bossard		<i>Susie Monagan, Sue Perlgut, Ethan Ash, Jon Reis, Mike Lane, Leslie Ackerman</i>
Tourism Capital Grant	April		Martha Armstrong		<i>Steve Hugo, Rita Rosenberg, Carol Chock, Steve Snyder, Mary Kane, Andy Sciarabba, Howard Harnett, Ken Jupiter</i>



Committee	Meetings	Members by appointment	Admin	Chair	Members
Tourism Marketing and Advertising Grant Review	March, November (if needed)		Tom Knipe Fred Bonn (tech. asst.)	Ethan Ash	Anthony Hopson , Anne Kellerman , Sue Stafford , Stephen Nunley, Christy Agnese
Special Committees					
Planning & Evaluation	Monthly or bi-monthly		Tom Knipe	Ken Jupiter	Scott Wiggins , Miriam Musco, Anne Kellerman , Stu Stein , Gary Stewart, Rick Adie
Festivals	One or two times/year		Tom Knipe	Stu Stein	Stu Stein, Susie Monagan, Rita Rosenberg
Marketing Advisory Committee	Quarterly		Fred Bonn		Angela LaPadula (pending appointment), Stephen Nunley, Scott Wiggins , Tom Knipe , Rick Adie , Michael Mellor , others appointed by CVB
Composition of this committee TBD for 2013					
Beautification, Public Art, Signage			Jean McPheeters		2012 Members: Stuart Stein , Gary Ferguson , Jean McPheeters , Susan Blumenthal , Monica Roth , Paul Steiger , Don Schlather , Jeanne Grace , Dan Kline , Joanne Cornish , Chrys Gardner , Barbara Neal , Naomi Strichartz , David Sparrow , Ken Jupiter Possible 2013 New Members: Rita Rosenberg, Gary Stewart

