

Tompkins County Strategic Tourism Planning Board (STPB) Final Meeting Minutes

1 **Date:** Dec. 20 2023
 2 **Time:** 3:00-4:30pm
 3 **Location:** Coltivare, 235 S. Cayuga Street, Ithaca

4
 5 **Attendees:**

Member	Representation	Member	Representation
Brett Bossard	P Arts-Culture	Teri Tarshus	E At-Large
Kelli Cartmill	P Lodging	Alexis Zaharis Grimm	P Lodging
Laura Winter Falk	E At-Large	<i>Megan Barber</i>	P CAP, Non-Voting
Richard Floyd	P TC3	Peggy Coleman	P Chamber, Non-Voting
Josh Friedman	P Arts-Culture	<i>Nan Rohrer</i>	P DIA, Non-Voting
Jeff Golden	P Ithaca College	<i>Mike Sigler</i>	P TC Legislature, Non-Voting
Ken Jupiter	E At-Large	<i>Heather McDaniel</i>	P IAED, Non-Voting
Doug Levine	P Arts-Culture	<i>Jennifer Tavares</i>	P Chamber, Non-Voting
Marian Levy Ware	E At-Large	<i>Patty Poist</i>	E Transportation, Non-Voting
Kelly Makosch	P Recreation	<i>Michael Miller</i>	P Associate Member
Rick Manning	P At-Large	<i>Jon Reis</i>	P Associate Member
Greg Mezey	P At-Large	<i>Wylie Schwartz</i>	E Associate Member
Barbara Romano	P Cornell University	<i>Chuck Tauck</i>	P Associate Member
Monika Roth	P Agriculture	Nick Helmholdt	E Tourism Program Director
Steven Stull	P Arts-Culture	Kristin McCarthy	P County Staff

6 **Guests:** Suzanne Smith Jablonski, Bethany Parisi, Chris Stephany

7
 8 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** –Chair Brett Bossard welcomed
 9 everyone to the meeting at 3:10pm. Bethany Parisi introduced herself.

10
 11 **Action: Approval of November 2023 STPB Draft Minutes** – The draft November 2023 minutes were
 12 approved as submitted (moved by Kelli Cartmill, seconded by Alexis Zaharis Grimm). Jeff Golden abstained.
 13 Motion carried.

14
 15 **Chair’s Report** – *Brett Bossard*
 16 Brett thanked everyone for their service to the board in 2023.

17
 18 **Staff Report** – *Nick Helmholdt*
 19 No report. Members were directed to consult written staff report in agenda packet.

20
 21 **Report: Nominating Committee** – *Monika Roth*
 22 On behalf of Nominating Committee, Monika summarized nomination process and presented slate of
 23 officers for 2024. She solicited nominations from the floor, but none were offered.

24
 25 **Action: Nominate 2024 Officers**
 26 Monika Roth made a motion, which Steven Stull seconded, to reappoint Brett Bossard 2024 chair and Doug
 27 Levine 2024 vice chair of the Strategic Tourism Planning Board. Motion carried.

28
 29 **Report: Membership & Bylaws Committee** – *Doug Levine*
 30 Doug Levine, on behalf of the Membership & Nomination Committee, presented the slate of voting
 31 members up for appointment and reappointment in 2024. After summarizing the candidate recruitment,
 32 interview, and selection process, he shared that Jeremiah Swain has moved out of the county and resigned

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33 from the STPB. This led to a brief discussion about board composition and strategic thinking about targeted
34 member recruitment.

35

36 **Action:** Doug Levine moved to recommend Bethany Parisi (Arts-Culture) and Jenna Kain (Lodging) for
37 appointment, and Monika Roth (Agriculture) for reappointment, to the Strategic Tourism Planning Board.
38 Kelly Makosch seconded. Motion carried.

39

40 **Strategic Tourism Implementation Grant Review Committee – Josh Friedman**

41 Josh presented the Strategic Tourism Implementation Grant Review Committee’s recommendations for the
42 2023 grant cycle. After reviewing several applications, the committee identified three projects for funding:
43 the Chamber of Commerce wayfinding project, IthacaTrails.org website redesign, and the GIAC hospitality
44 training program. In his report, Josh shared details from the applications and committee discussions.
45 Questions arose during the discussion, particularly about a proposal from the airport that was not selected
46 for funding in this round. The committee explained that the proposal lacked sufficient detail and clarity
47 about its goals and desired outcomes. However, they encouraged the airport to reapply next year with a
48 more developed plan. Additionally, the group talked about the GIAC program’s outreach activities and
49 longstanding collaborations with local hospitality partners as well as the need for continued collaboration
50 and strategic investment in key areas like the airport and hospitality training to solidify the community's
51 position as a thriving tourist destination.

52

53 **Action:** Kelli Cartmill made a motion, which Josh Friedman seconded, to recommend the 2023 Strategic
54 Tourism Implementation grants be approved for funding. Motion carried.

55 **Member Announcements**

56 Members reported on approval of the CVB/Chamber of Commerce’s contract with the County;
57 programming and news related to the Trumansburg Conservatory of the Arts, Cayuga Chamber Orchestra,
58 and State Theatre; regional tourism buzz and CVB activities surrounding the solar eclipse in April 2024; and
59 state funding awards for Reggae Fest, Ithaca Trails, Cass Park, and Ithaca Opera Festival. In other news, the
60 Arts Consulting Group was selected to provide support to ACOD-SRF grantees, and Triphammer Arts will be
61 sponsoring Gallery Night with continued support from the Downtown Ithaca Alliance and the possibility to
62 expand this monthly event to more arts partners. Winter event grant deadlines were discussed, and in
63 connection with CVB/Chamber contract, members talked about need to continue thinking strategically
64 about managing room tax dollars and tourism budget surpluses long term. Kelli encouraged everyone to
65 support local hospitality businesses at this time of year, many of which are running special deals.

66 **Recognition for Josh Friedman and Kelli Cartmill – Brett Bossard**

67 On behalf of entire board and staff, Brett read aloud resolutions of appreciation for Kelli Cartmill and Josh
68 Friedman to recognize their service to Tompkins County. Peggy thanked Kelli and Josh and presented them
69 with certificates of appreciation and gift baskets from the STPB. Other board members added words of
70 gratitude as well, and Kelli and Josh expressed their thanks and shared a few thoughts about their time on
71 the board.

72

73 **Action:** Greg Mezey moved, with a second by Doug Levine, to approve a resolution thanking Kelli Cartmill
74 for her service to the Strategic Tourism Planning Board and Tompkins County. Motion carried.

75

76 WHEREAS, Kelli Cartmill has served as a dedicated and passionate member of the Tompkins County
77 Strategic Tourism Planning Board (STPB) since 2014, and

78

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79 WHEREAS, Kelli Cartmill has contributed to the development and implementation of the Tompkins County
80 Tourism Program, which supports the local economy, enhances the quality of life, and promotes the natural
81 and cultural assets of the county, and
82

83 WHEREAS, Kelli Cartmill has demonstrated exceptional leadership and vision as the chair of the STPB from
84 2018 to 2021, overseeing the strategic planning process, fostering collaboration among stakeholders, and
85 advocating for the tourism industry in the face of unprecedented challenges posed by the COVID-19
86 pandemic, and
87

88 WHEREAS, Kelli Cartmill has exemplified the values of professionalism, integrity, and excellence in her role
89 as the director of sales at the Hilton Garden Inn,
90

91 NOW THEREFORE BE IT RESOLVED that the Strategic Tourism Planning Board hereby expresses its sincere
92 gratitude and appreciation to Kelli Cartmill for her nine years of outstanding service to the STPB and to the
93 Tompkins County community, and
94

95 BE IT FURTHER RESOLVED that the Board wishes Kelli Cartmill all the best in her future endeavors and
96 hopes that she will continue to share her enthusiasm, expertise, and passion for tourism with others.
97

98 **Action:** Doug Levine moved, with a second by Steven Stull, to approve a resolution thanking Josh Friedman
99 for his service to the Strategic Tourism Planning Board and Tompkins County. Motion carried.
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101 WHEREAS, Josh Friedman has served on the Tompkins County Strategic Tourism Planning Board (STPB)
102 since 2014, representing the arts and culture sector and providing valuable insights and perspectives on the
103 tourism industry and its impacts on the local economy and community, and
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105 WHEREAS, Josh Friedman has also served on the STPB Budget Committee and multiple grant review
106 Committees, contributing to the development and oversight of the tourism program budget and the
107 allocation of funds to various tourism projects and initiatives, and
108

109 WHEREAS, Josh Friedman has demonstrated a high level of commitment, professionalism, enthusiasm, and
110 leadership in his roles on the STPB and its committees, always striving to advance the goals and vision of
111 the Tompkins County Tourism Program and to foster collaboration and cooperation among the diverse
112 stakeholders in the tourism sector, and
113

114 WHEREAS, Josh Friedman, after nine years of dedicated service, leaves behind a legacy of achievements
115 and accomplishments that have enhanced the quality and sustainability of tourism in Tompkins County,
116 now therefore be it
117

118 RESOLVED, That the Strategic Tourism Planning Board hereby expresses its sincere gratitude and
119 appreciation to Josh Friedman for his outstanding service to the County, the board and its committees, and
120 wishes him all the best in his future endeavors.
121

122 **Adjournment** – Chair Brett Bossard adjourned the meeting at 4:15pm.