

Tompkins County Strategic Tourism Planning Board

Wednesday, July 20, 2022; 3:00 – 4:30pm

Tompkins County Area Transit (TCAT), 737 Willow Avenue, Ithaca NY, 14850

Meeting is being held in person; remote option is available.

Zoom Meeting ID: 940 8440 0162 – Password: 782239

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve June Meeting Minutes	
2. Privilege of the Floor	
• Limit of 3 minutes per person for members of the public to address the board	
3. Chair’s Report – Brett Bossard	3:05
4. Staff Report & Q2 Room Tax Report – Nick Helmholdt	3:10
5. Ithaca Downtown Conference Center	3:20
• Meet the Local Development Corporation – Suzanne Jablonski	
6. Presentation: Community Beautification Program – Janine Willis	3:30
7. CVB Mid Year Report – Peggy Coleman	3:55
8. 2023 Tourism Promotion Agency Designation – Peggy Coleman	4:25
• ACTION – Recommend TPA Designation	
9. Member Announcements	4:30
10. Adjournment	

Agenda Packet

1. June draft STPB meeting minutes
2. Q2 2022 Room Tax Report
3. STPB Committee Roster
4. CVB Mid-Year Report
5. Resolution for TPA Designation



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.