

# Tompkins County Strategic Tourism Planning Board

Wednesday, August 16, 2023; 3:00 – 5:00pm

Tompkins County Chamber of Commerce / Convention and Visitors Bureau  
124 Brindley St., Ithaca, NY 14850

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. Presentation: Community Beautification Program Update – Marissa Nolan & Janine Willis	3:20
6. Presentation: VisitIthaca.com Post Launch Analysis and SEO Review - Peggy Coleman	3:45
7. CVB Mid-Year Report -Peggy Coleman	4:10
8. 2024 Tourism Promotion Agency Designation – Peggy Coleman	4:35
• ACTION – Recommend TPA Designation	
9. Member Announcements	4:45
10. Adjournment	

## Agenda Packet

1. June draft STPB meeting minutes
2. Q2 2023 Room Tax Report
3. CVB Mid-Year Report
4. 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.