

Tompkins County Strategic Tourism Planning Board

Wednesday, April 15, 2026; 3:00 – 5:00pm

CAP Gallery, Tompkins Center for History and Culture
110 N. Tioga St. (on the commons), Ithaca, NY 14850

AGENDA	Start
1. STPB Meeting Minutes	3:00
• ACTION – Approve March 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 – Doug Levine	3:05
4. Staff Report and Q1 Room Tax Report – Nick Helmholdt	3:10
5. Presentation: Visit Ithaca 2025 Annual Report – Peggy Coleman	3:20
6. Ad Hoc Committee – Doug Levine	3:50
• ACTION: Revise the Room Tax Reserve and Surplus Policy	
7. Member Announcements	4:10
8. Adjournment	

Agenda Packet

1. March Draft STPB Meeting Minutes
2. April Staff Report
3. Q1 2026 Room Tax Report (to be sent separately)
4. Visit Ithaca 2025 Annual Report
5. Memo – Using Room Tax to Expand Air Service
6. Draft Room Tax Reserve and Surplus Policy (redline version)



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.