

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

1 **Date:** Feb. 21, 2024
 2 **Time:** 3:00-4:30pm
 3 **Location:** Tompkins County Public Library (101 E. Green Street)/Via Zoom

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 5 **Attendees:**

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

6 **Guests:** Frank Doldo

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 8 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Vice Chair Doug Levine started the
 9 meeting at 3:03pm. There were no privilege of the floor requests.

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 11 **Action: Approval of January 2024 STPB Draft Minutes** – The draft January 2024 minutes were approved
 12 (moved by Ken Jupiter, seconded by Steven Stull) as submitted. Motion carried.

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 14 **Vice Chair’s Report** – *Doug Levine*
 15 No report was presented. Doug welcomed Frank Doldo, the County’s chief transportation officer, to the
 16 meeting.

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 18 **Staff Report** – *Nick Helmholdt*
 19 Nick Helmholdt reported on various ongoing initiatives, including the spring grant cycle, updates to advisory
 20 board bylaws, the draft Visitor Profile Study, Membership & Bylaws Committee activities, and more. In
 21 addition, he reminded members to complete their conflict-of-interest forms and mentioned a proposal in
 22 the governor’s budget to apply sales tax to short-term rentals. Last, he shared that the County plans to
 23 transition to an online payment system for room tax, likely by the third quarter.

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 25 **Presentation: Arnot Realty “Waters Edge”** – *Ian Hunter*
 26 Ian Hunter, a development manager with Arnot, presented on the “Waters Edge” project, emphasizing its
 27 proximity to the Farmer’s Market and plans to enhance the Cayuga waterfront trail. The project prioritizes
 28 resident amenities, including green spaces and pedestrian-friendly features, alongside commercial spaces
 29 inspired by natural elements. The final review outlined two construction phases totaling 200 to 350 housing
 30 units, with measures to minimize parking visibility along the waterfront trail. During the Q&A, topics such as
 31 temporary disruptions, the structural integrity of existing buildings, traffic mitigation strategies, and potential

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32 partnerships for mixed-income housing were discussed. Boat slips will accommodate both private and
33 commercial users, with a focus on increasing public access to the waterfront. Additionally, flood concerns,
34 feedback from the planning board, and the project timeline were addressed. Environmental studies have
35 been conducted, with no issues identified.

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Membership & Bylaws Committee

38 On behalf of the committee, Doug Levine presented Jason Humphrey for appointment as an at-large
39 member on the STPB. He provided background information on Jason, highlighting his local hospitality
40 experience and community ties.

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42 **Action:** Rick Manning moved, with a second by Ken Jupiter, to recommend Jason Humphrey (At-Large) for
43 appointment to the Strategic Tourism Planning Board. Motion carried.

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Budget Committee

46 Members discussed an amendment to the 2024 Tourism Program budget, proposing the allocation of
47 unspent funds from 2023. Highlights from the Budget Committee memo were shared, emphasizing the
48 importance of budgeting from previous years to mitigate financial risks. Questions were raised regarding
49 the timeline for program relocation, current reserve funds, and contractual obligations.

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51 **Action:** Steven Stull made a motion, which Alexis Zaharis Grimm seconded, to recommend a budget
52 adjustment to bring unspent room tax from 2023 into the current 2024 budget. Motion carried.

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Member Announcements

55 Attendees shared various announcements related to upcoming events and initiatives within the
56 community. Updates covered concerts, festivals, and programming connected to Cayuga Chamber
57 Orchestra, Downtown Ithaca Alliance, Ithaca Pride Festival, Coltivare's reopening, Fairy Fest, Ithaca Loves
58 Teachers, State Theatre, the upcoming solar eclipse, and more.

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61 **Adjournment** – Vice Chair Doug Levine adjourned the meeting at 4:22pm.