

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

1 **Date:** June 17, 2026
 2 **Time:** 3:00-4:30pm
 3 **Location:** The Canopy Hotel/Zoom
 4 **Attendees:**

Member		Representation	Member		Representation
Sarah Barden	P	At-Large	Steve Selin	P	At-Large
Amanda Bisson	P	TC3	Teri Tarshus	P	Lodging
Laura Winter Falk	P	Agriculinary	Marian Levy Ware	P	At-Large
Jeff Golden	P	Ithaca College	Vacant		Recreation
Alexis Zaharis Grimm	P	Lodging	<i>Kurt Foreman</i>	P	<i>IAED, Non-voting</i>
Ken Jupiter	E	At-Large	<i>Megan Barber</i>	P	<i>CAP, Non-voting</i>
Michelle Kortenaar	P	At-Large	<i>Peggy Coleman</i>	P	<i>CVB, Non-voting</i>
Doug Levine	P	At-Large	<i>Frank Doldo</i>	P	<i>Transportation, Non-voting</i>
Kelly Makosch	E	Recreation	<i>Suzanne Smith Jablonski</i>	E	<i>IDCC, Non-voting</i>
Michael Miller	P	At-Large	<i>Rob Montana</i>	P	<i>Chamber, Non-voting</i>
Megan Omohundro	P	At-Large	<i>Nan Rohrer</i>	E	<i>DIA, Non-voting</i>
Bethany Parisi	E	Arts-Culture	<i>Greg Mezey</i>	A	<i>TC Legislature, Non-voting</i>
Barbara Romano	E	Cornell University	Hailley Delisle	P	County Staff
Monika Roth	P	Agriculinary	Kristin McCarthy	P	County Staff

5 **Guests:** Johnny Humble, Chris Stephany

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 7 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Chair Doug Levine called the meeting
 8 to order at 3:07pm.

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 10 **Action: Approval of May 2026 STPB Draft Minutes** – The May meeting minutes were approved (motion by
 11 Marian Levy Ware, seconded by Monika Roth) as submitted. Michelle Kortenaar abstained.

12 **Chair's Report** – *Doug Levine*
 13 Doug reported that Nick remains on paternity leave for at least a couple more months and expressed hope
 14 that he is enjoying time with his newborn. He shared sad news that former STPB chair Kelli Cartmill's
 15 husband, Kevin, recently passed away suddenly, noting that a card was sent on behalf of the board and
 16 staff. Doug also reminded the board that one seat remains vacant in the recreation category and asked
 17 members to send along any recommendations.

18 **Annual Harassment Prevention Training Update** – *Kristin McCarthy*
 19 Kristin advised that she will be sending a note in the coming weeks to all the County advisory boards she
 20 supports regarding the annual harassment prevention training requirement.

21
 22 **Budget Committee: Draft 2027 Tourism Program Budget** – *Marian Levy Ware*
 23 Marian walked through the committee's approach to the draft 2027 budget, explaining that Smith Travel
 24 Research data did not anticipate major growth in occupancy or average rates, so the committee built the
 25 budget around only a modest increase. She noted that feedback had been received by email regarding
 26 funding directed to the airport, and that the committee reached consensus to hold the budget as previously
 27 presented, with reserve levels remaining higher than pre-COVID. A question was also raised about the
 28 Tourism Capital Grants line, which was trimmed slightly to \$230,000 to allow room elsewhere in the
 29 budget, though a board member expressed enthusiasm that the grant program is back after being cut the
 30 past two years, since such grants often serve as seed funding that helps nonprofit arts and tourism projects
 31 raise the rest of what they need. Doug thanked the committee members for their work on the budget.

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Final Meeting Minutes

32 **Action: Vote to Recommend 2026 Tourism Program Budget**

33 Marian Levy Ware made a motion, which Doug Levine seconded, to recommend the draft 2027 Tourism
34 Program Budget for adoption by the Tompkins County Legislature. Motion carried.

35 **Member Announcements** – Board members discussed several topics of ongoing interest, including the
36 County Minimum Wage Study, the Seneca Street Garage closure, and a potential agritourism zoning
37 amendment in the Town of Danby. Additional announcements covered a range of upcoming events,
38 including the Taughannock Falls Visitor Center's anniversary, CSMA activities, a ribbon-cutting at the
39 Trumansburg Conservatory, Ithaca Reggae Fest and the Grassroots Festival, a Hangar Theater production, a
40 summer music camp session, the kickoff of Music in the Hollow, the Statler Hotel's Father's Day brunch,
41 Ithaca Farmers Market, and more.

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43 **Adjournment** – The meeting was adjourned at 3:40pm.