

# Tompkins County Strategic Tourism Planning Board

Wednesday, October 15, 2025; 3:00 – 5:00pm

LaTourelle

1150 Danby Rd., Ithaca, NY 14850

## AGENDA

## Start

- |                                                                                |      |
|--------------------------------------------------------------------------------|------|
| 1. STPB Meeting Minutes                                                        | 3:00 |
| • ACTION – Approve September 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. Welcome to LaTourelle – Jason Sidle                                         | 3:10 |
| 5. Staff Report & Q3 2025 Room tax report – Nick Helmholdt                     | 3:20 |
| 6. Q3 2025 Report – Convention and Visitors Bureau – Peggy Coleman             | 3:30 |
| 7. Diversity Equity Inclusion and Belonging Committee                          | 3:45 |
| • Review of Survey on Systemic Barriers to Tourism                             |      |
| 8. Community Beautification Plan update – Marissa Nolan                        | 4:05 |
| • ACTION: endorse the updated Community Beautification Plan                    |      |
| 9. TC3 Culinary Arts update – Amanda Bisson                                    | 4:25 |
| • ACTION: approve a letter of support for the continuation of this program     |      |
| 10. Member Announcements                                                       | 4:35 |
| 11. Adjournment                                                                |      |

## Agenda Packet

1. September Draft STPB Meeting Minutes
2. October Staff Report & Q3 Room Tax Report
3. Memo – Hotel Room Occupancy Tax Comparison to Competitive Destinations
4. Draft Beautification Plan
5. Letter of Support for TC3 Culinary Arts Program
6. Q3 2025 CVB Report
7. DEIB Committee Survey Results



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.