

Tompkins County Strategic Tourism Planning Board

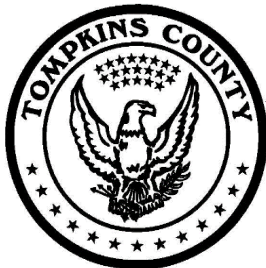
Wednesday, October 20, 2021; 3:00pm – 5:00pm

Zoom Meeting ID: 940 8440 0162 – Password: 782239

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 – Kelli Cartmill	3:05
• ACTION – Appoint 2022 Nominating committee: Monika Roth, Greg Mezey, Ken Jupiter	
4. Staff Report & Q3 Room Tax Report– Nick Helmholdt	3:15
5. Community Celebration Grant Review Committee – Carol Kammen	3:25
• ACTION – Approve Fall 2021 Community Celebrations Grants	
6. Membership & Bylaws Committee – Doug Levine	3:35
• ACTION – Appointment of Marian Wilson to At-Large Seat	
7. Tourism Recovery Committee – Kelli Cartmill	3:45
• Presentation: Tompkins Together Presentation	
• ACTION – Repurpose unspent funding for Winter Campaign	
8. Convention and Visitors Bureau	3:55
• Q3 Report – Peggy Coleman	
• Visitor Experience Report – Jodi LaPierre	
9. Member Announcements	4:40
10. Adjournment	

Agenda Packet

1. September draft STPB meeting minutes
2. Q3 Room Tax Report
3. Fall 2021 - Community Celebration Grant Summary
4. Draft Tompkins Together Campaign samples
5. CVB Q3 Report & Visitor Experience PowerPoint



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.

Meeting Access Notes

- Prior to joining the meeting, please ensure your Zoom profile has your correct name: <https://support.zoom.us/hc/en-us/articles/201363203-Customizing-your-Profile>
- Dial 646-558-8656 to join the meeting by telephone.