

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

1 **Date:** September 15, 2021
 2 **Time:** 3:00-5:00pm
 3 **Location:** Virtual Meeting – Zoom Video Conference

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 5 **Attendees:**

Member		Representation	Member		Representation
Brett Bossard	P	Arts-Culture	<i>Megan Barber</i>	P	<i>CAP, Non-Voting</i>
Kelli Cartmill	P	Lodging	<i>Peggy Coleman</i>	E	<i>Chamber, Non-Voting</i>
Laura Winter Falk	P	At-Large	<i>Gary Ferguson</i>	P	<i>DIA, Non-Voting</i>
Josh Friedman	P	Arts-Culture	<i>Henry Granison</i>	P	<i>TC Legislature, Non-Voting</i>
Ken Jupiter	P	At-Large	<i>Heather McDaniel</i>	P	<i>IEAD, Non-Voting</i>
Connie Kan	P	At-Large	<i>Jennifer Tavares</i>	P	<i>Chamber, Non-Voting</i>
Wendy Kobler	P	Ithaca College	<i>Vacant</i>		<i>Transportation, Non-Voting</i>
Doug Levine	P	Arts-Culture	<i>Jim Brophy</i>	A	<i>Associate Member</i>
Kelly Makosch	E	Recreation	<i>Erica Frenay</i>	A	<i>Associate Member</i>
Rick Manning	P	At-Large	<i>Carol Kammen</i>	P	<i>Associate Member</i>
Greg Mezey	P	At-Large	<i>Michael Miller</i>	P	<i>Associate Member</i>
Todd Parlato	P	At-Large	<i>Jon Reis</i>	E	<i>Associate Member</i>
Barbara Romano	P	Cornell University	<i>Wylie Schwartz</i>	A	<i>Associate Member</i>
Monika Roth	P	Agriculture	Nick Helmholdt	P	Tourism Program Director
Deb Mohlenhoff	P	TC3	Kristin McCarthy	P	TCDPS
Steven Stull	P	Arts-Culture			

7 **Guests:** Kurt Anderson, Yamila Fournier, Arthur Keith, Joe Mareane, Erin Marteaal

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 9 **Opening Remarks/Changes to the Agenda** – Chair Kelli Cartmill called meeting to order at 3:03pm.

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 11 **Action: Approval of July 2021 STPB Meeting Minutes** – The draft July meeting minutes were approved as
 12 submitted (motion by Greg Mezey, seconded by Josh Friedman).

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 14 **Privilege of the Floor** – None

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 16 **Chair’s Report – Kelli Cartmill**
 17 Kelli asked for volunteers to serve on the Nominating Committee. Monika Roth said she would do it.
 18 Anyone else interested should reach out to Kelli or Nick after the meeting.

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 20 **Staff Report – Nick Helmholdt**
 21 Nick shared that applications for the Fall 2021 Community Celebrations grant round are under review, and
 22 things are gearing up for another Arts and Culture Organizational Development grant cycle, with pre-
 23 application eligibility questionnaires due October 28 and full applications due December 14. He extended
 24 kudos and appreciation to Peggy and her staff at the CVB for their success and hard work in strengthening
 25 our local tourism market and creating visitor demand. He also thanked members for responding to the
 26 survey on meeting format and short term rentals.

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 28 **Presentation: County Historian Monuments Committee – Carol Kammen & Joe Mareane**

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31 County Historian Carol Kammen and Historical Commission member and former County Administrator Joe
32 Mareane gave a presentation on the “Historical Monuments” program, which emerged from conversations
33 held among commission members in the wake of the George Floyd tragedy in summer 2020. An
34 anonymous donor has made a \$500,000 commitment to design and place two statues in the community
35 that must be sculpted by a nationally recognized artist, reflect progressive values, and honor those who
36 have been marginalized and/or have spent a portion of their lives in Tompkins County. The project is a
37 partnership between the County and Ithaca Neighborhood Housing Services, and the monuments will be
38 placed at Breckenridge Place Apartments and the Henry St. John building in downtown Ithaca. Nationally
39 recognized artist Meredith Bergmann has been chosen to create the first statue, which will feature Frances
40 Perkins, secretary of labor under President Franklin D. Roosevelt. Perkins, who served as the first female
41 U.S. cabinet secretary, spent the last years of her life at Cornell University teaching at the School of
42 Industrial Labor Relations. The second statue will honor a community member of color. Next steps include
43 grassroots networking to gather suggestions for potential subjects and increasing public awareness of the
44 project. Members shared thoughts on need to ensure long-term funding for maintenance of the
45 monuments, as well as establishing a clear directive on where responsibility for upkeep of the monuments
46 lies, and securing additional resources for public education and promotion, particularly to the local
47 community of color and schoolchildren.

48 **Presentation: Community Arts Partnership Updates – Megan Barber**

49 Megan updated the group on the work of Community Arts Partnership (CAP) over the past year in
50 supporting the goals of the County’s Strategic Tourism Plan. She started off on a personal note, talking
51 about her connection to the local community as someone who grew up here in a family of dairy farmers as
52 well as to the arts as a violin player. She highlighted CAP’s important role in creating, supporting, and
53 strengthening the area’s arts ecosystem through its network of donors, artists, and audiences, and its
54 commitment to providing indoor/outdoor visitor programming year-round. She then gave an overview of
55 some of the CAP-administered programs funded by County room tax dollars, including Market the Arts,
56 ACOD grants, and public art and beautification. Discussion covered Gallery Night attendance and strategies
57 for enhanced marketing to visitors, identifying trends or shifts in local arts scene, and awakening to the
58 need for more cultural equity and avenues for creative expression for area artists of color.

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60 **Short Term Rental Position Discussion – Kelli Cartmill**

61 Members discussed the short term rental (STR) market in the county and how STPB might better position
62 itself in addressing the various issues spurred on by this growing sector. The discussion touched on public
63 outreach, improving engagement with STR operators and “bringing them into the fold,” zoning and code
64 enforcement/regulations, room tax enforcement/compliance, data verification in terms of rental listings,
65 and additional concerns. Possible solutions included putting together a working group/task force and
66 exploring whether any communities could serve as models to emulate.

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68 **Member Announcements** – Members shared updates on items of interest, including the Chamber
69 Foundation and County’s Community Development Block Grant micro-enterprise grant program and
70 its possible partnering with TC3, Ithaca College homecoming weekend, and the Apple Harvest festival,
71 among other items of interest.

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73 **Adjournment** – Chair Kelli Cartmill adjourned the meeting at 4:30pm.