

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

1 **Date:** Jan. 18, 2023
 2 **Time:** 2:30-3:30pm
 3 **Location:** TC Chamber of Commerce/Convention & Visitors Bureau, 124 Brindley St, Ithaca
 4

AGENDA

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6
7 **Attendees:**

| Member | | Representation | Member | | Representation |
|----------------------|-----|--------------------|-------------------------|-----|-----------------------------------|
| Brett Bossard | E | Arts-Culture | Teri Tarshus | E | At-Large |
| Kelli Cartmill | P | Lodging | Marian Levy Ware | E | At-Large |
| Laura Winter Falk | P | At-Large | <i>Megan Barber</i> | P | <i>CAP, Non-Voting</i> |
| Josh Friedman | P | Arts-Culture | Peggy Coleman | P | Chamber, Non-Voting |
| Alexis Zaharis Grimm | P | Lodging | <i>Gary Ferguson</i> | E | <i>DIA, Non-Voting</i> |
| David Harker | P | Ithaca College | <i>Vacant</i> | N/A | <i>TC Legislature, Non-Voting</i> |
| Ken Jupiter | E | At-Large | <i>Heather McDaniel</i> | E | <i>IAED, Non-Voting</i> |
| Doug Levine | P | Arts-Culture | <i>Jennifer Tavares</i> | P | <i>Chamber, Non-Voting</i> |
| Kelly Makosch | P | Recreation | <i>Patty Poist</i> | P | <i>Transportation, Non-Voting</i> |
| Rick Manning | E | At-Large | <i>Carol Kammen</i> | A | <i>Associate Member</i> |
| Greg Mezey | P | At-Large | <i>Michael Miller</i> | E | <i>Associate Member</i> |
| Vacant | N/A | TC3 | <i>Jon Reis</i> | E | <i>Associate Member</i> |
| Barbara Romano | P | Cornell University | <i>Wylie Schwartz</i> | E | <i>Associate Member</i> |
| Monika Roth | P | Agriculture | <i>Chuck Tauck</i> | P | <i>Associate Member</i> |
| Steven Stull | E | Arts-Culture | Nick Helmholdt | P | Tourism Program Director |
| Jeremiah Swain | P | At-Large | Kristin McCarthy | E | County Staff |

8 **Guests:** Suzanne Smith Jablonski
9

10 **Opening Remarks/Changes to the Agenda/Privilege of the Floor** – Vice Chair Doug Levine welcomed
 11 everyone to the meeting at 2:37pm. No changes to the agenda. Jennifer Tavares invited group to stay
 12 afterward for the Chamber’s ribbon cutting ceremony and open house. She and Peggy Coleman shared
 13 their thoughts about the new space and relocation process. Doug asked if members could take notes and
 14 share post-meeting with Kristin McCarthy and Nick Helmholdt since Kristin couldn’t attend to take
 15 minutes.
16

17 **Action: Approval of Dec. 21, 2022 STPB Draft Minutes** – The draft December 2022 minutes were approved
 18 as submitted (moved by Josh Friedman, seconded by Monika Roth).
19

20 **Action: Election of 2023 STPB Officers**

21 Nick summarized officer nomination process from December 2023, and members voted to re-elect chair
 22 and vice chair.
23

24 **Action:** Greg Mezey made a motion, which Kelli Cartmill seconded, to reappoint Brett Bossard 2023 chair
 25 and Doug Levine 2023 vice chair of the STPB. Motion carried.
26

27 **Staff Report & Q4 Room Tax Report** – *Nick Helmholdt*

28 Nick shared key takeaways from the fourth-quarter room tax report. Total room tax collected was
 29 \$887,908, an increase compared to same period in 2021 and ahead of 2019 figures. Data from Smith Travel
 30 Reports shows that average daily rates for local hotels have increased compared to pre-Covid levels, while

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31 hotel occupancy remains consistent with historic averages. Total hotel room tax collection for 2022 is on
32 track to exceed \$4.2 million, which represents a new annual record for this fund. The 2022 Tourism
33 Program budget had approximately \$3 million in expenses. He's collaborating with colleagues in the
34 Planning and Sustainability and Finance Departments over the coming weeks to close out the year and
35 prepare a budget adjustment to bring unspent funds into the 2023 Tourism Program budget. Staff report
36 and subsequent discussion covered meeting venues for 2023, committee sign-ups, pending phaseout of
37 Visitor Arrival to Departure workforce development program, spring tourism grant and ACOD grant cycles,
38 and more.

39

40 **CVB Q4 2022 Report** – *Peggy Coleman*

41 Peggy shared highlights from the 2022 fourth-quarter CVB report. Topics covered included Visit Ithaca
42 website redesign, seasonal closing of Overlook at Taughannock Falls visitor center, design of 2023 travel
43 guide, sales team activity, relocation to Brindley Street, website traffic and engagement metrics, social
44 media campaigns, staffing updates, and collaboration with airport on marketing travel to our area.

45

46 **Member Announcements**

47 Members reported on news and events related to State Theatre, Fort Lauderdale Food & Wine Festival, La
48 Tourelle, and 50th anniversaries of Ithaca Farmer's Market, Greenstar Co-op Market, and Moosewood
49 Restaurant. Greg Mezey will be chairing the Housing and Economic Development legislative committee.

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51 **Adjournment** – Vice Chair Doug Levine adjourned the meeting at 3:30pm.