

# Tompkins County Strategic Tourism Planning Board

Wednesday, June 21, 2023; 3:00 – 5:00pm

State Theatre of Ithaca

107 W. State St., Ithaca, NY 14850

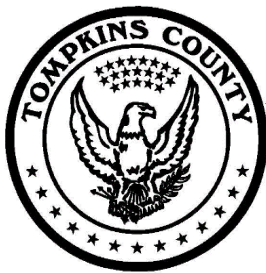
## AGENDA

## Start

1. STPB Meeting Minutes 3:00
  - ACTION – Approve May 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 – Brett Bossard 3:05
4. Staff Report – Nick Helmholdt 3:10
5. Downtown Ambassadors and Festivals Program Updates – Olivia Pastella & Galen Morehead 3:15
6. Presentation: VisitIthaca.com Post Launch Analysis and SEO Review 3:45
7. Arts and Culture Organization Development Grant – Stabilization and Recovery Fund: 4:15
  - ACTION: recommend slate of grant awards
8. Community Arts Partnership: Over Target Request – Megan Barber 4:25
  - ACTION: recommend Over Target Request to County Legislature
9. Member Announcements 4:35
10. Adjournment

## Agenda Packet

1. May draft STPB meeting minutes
2. Summary of ACOD-SRF grant applications (to be sent following June 16 meeting)
3. CAP Over Target Request



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.