

1. Meeting called to order by Chairperson Ron F at 4:02 pm
2. Members present, Ron Fruit, Jayme Walsh, Karin Tepley, Candace Fagerlind, and Dennis Fry.
3. A motion was made by Dennis F and 2nd by Jayme W to approve the meeting minutes from the June, 10, 2024. A voice vote was held and passed unanimously.
4. Chair Fruit cited the legislation that governs room tax and Tourism Commissions, requires we have an elected Secretary. Chair Fruit opened nominations for the Secretary position. Karin T nominated Candace Fagerlind as Secty, Jayme Walsh 2nd the motion. No other nominations were made, Dennis Fry made a motion to close nominations and cast a unanimous ballot for Candace Fagerlind, Jayme Walsh seconded that motion. Upon a voice vote the motion passed, unanimously.
5. The Wheels of Time Grant Application was presented which is a recurring application. Director Richards advised this event tends to fill hotel rooms and do not seem to struggle with volunteers. Online adverts are running now, banners are in locations over 60 miles away, it's in the National Truckers Magazine and attendees come from at least 4 states. Member Tepley made the motion to approve the grant application in the amount of \$2000. Motion was seconded by Member Fry. Roll call vote held, and motion carried unanimously.
6. Director Richards supplied the 2023 County by County Tourism Spending Report to discuss how our efforts could be imparting spending in the area. Spending was also compared to website views since 2019 when the new website was started. Website views went from 15k in 2019 to 47k YTD July; while spending in Richland county went from 22MM in 2019 to 27MM in 2023. With digital our digital billboards deployed in 2022 and streaming ads in 2023, the seems to be translating to website views, and then to spending in the area. Richland had a higher percentage of increase between 2021 and 2023 than 58 other counties. Director Richards asked Member Fagerlind if this helped to answer her question from a prior meeting regarding if website views was a good way to measure effectiveness of marketing. Member Fagerlind advised this is a great start. Would also like to see feedback from short-term stay rentals to ensure we're getting people into rooms. Member Fry asked if spending and marketing views were expected to climb for the remainder of the year. Member Richards answered it will, as we're not saturated by views yet so there are audiences that have not seen our ads. However, economic down turns could cause issues and another hotel in the area would be of benefit, especially for groups. Member Walsh asked if there were other needs for tourists. Richards replied with another night-time dining option.

7. Director Richards provided an update on the Pine River status: Mark is concerned about the effort required to keep it navigable. John Collins is going to discuss with the county about assisting, and possibly the city parks commission. This continues to be one of our top 5 attractions.
8. Director Richards provided an update on Color Fest 2024: The parade application is in for October 5th with a route shortened by 2 blocks from prior years. The change in route will be marketed.
9. Director Richards provided an update on the Ithaca Tourism Commission: Airbnb calculated room tax back to July 2022, when Ithaca adopted the room tax ordinance. The first check has been received and additional funds will be coming shortly. We now have direct contacts to Airbnb to assist with the process of remitting tax in arrears, going back to when townships adopt the tax. This has historically been difficult to work through with Airbnb.
10. No public comment
11. Topics for future meetings:
 1. Member Tepley: Requested to bring back discussion regarding tracking of short-term rentals and cross check lists with the clerk to ensure proper licensure, and which entity would be best for this.
 2. Member Fry: No topics
 3. Member Walsh: No topics
 4. Candace: agreed to Karins topic suggestion.
 5. Chair Fruit: No topics.
12. Motion was made to adjourn the meeting by Tepley; 2nd by Fry. Motion carried. The meeting adjourned at 5:04 PM.