

## AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from April 12, 2023

Auburn Public Theater, 8 Exchange Street, Auburn, NY 13021

Present: Dr. R. Burgess, B. Chabot, A. Daddabbo, D. Gottschalk-Fielding, C. Kasper, J. Kline, C. Mason, Rev. P. Price, G. Sears, A. Wilson, K. Wise Gosch, J. Wrench, S. Fischer, M. McEvers

Excused: Rev. P. Carter, J. Giannettino, K. Walker, R. Bradley, K. Hill, K. Kuhl, D. Lamb, D. Stankus, J. Waller

Guests: K. Grindstaff

Call to Order April 12, 2023, at 9:05 a.m. by B. Chabot. The mission statement was read by J. Kline.

### Approval of Minutes

B. Chabot asked for a motion to accept the January 11, 2022 minutes as presented, and the motion was made by J. Kline and seconded by A. Daddabbo. All were in favor and the motion carried.

### Finance Report

C. Kasper presented the Finance Report. The advertising line covers WRVO Summer Destinations radio programming and an ad in the Skaneateles Directory. Ads with The Rev Theatre and the Skaneateles Boat show can be considered for next year. The Passport to History line accounts for new stamps and 300 passport books that were printed. J. Kline elaborated how additional funds in the fulfillment line can be allocated to supplement the prize package given to each 4<sup>th</sup> grade student for the passport program. A. Daddabbo mentioned the marketing committee's option to participate in collateral for Skan Fest.

### Committee Reports

#### Tourism Strategies

#### Site Director Reports:

C. Kasper stated the Museum Association of New York (MANY) conference takes place this weekend. TGW Studio won an award for Excellence in Marketing and Design. The Capstone portion of the event will occur Tuesday, April 18 from 1-3 PM beginning at ERHC.

S. Fischer stated Willard Memorial Chapel is open for tours Wednesday through Friday from 11AM – 4PM. The Tiffany Sunday Concert Series will return. Founder's Day and Juneteenth programs have been planned.

A. Daddabbo stated upcoming programs at Auburn Public Theater are being promoted on the website. The newly installed elevator is now operational and will be available for use upon passing inspection. Walt Aikman will offer a series of walking tree tours with the first lecture scheduled for April 20 at 1PM.

A. Wilson stated the latest NPS progress at the Thompson Memorial AME Zion (Parker Street) church includes reinstallation of the windows. The grand opening is expected to occur in September to commemorate Underground Railroad month and will incorporate partners from Cambridge, MD. The first ranger coming to the area will arrive in April on a temporary basis. Hiring is ongoing for two, full-time rangers who will be stationed at the new site. A temporary exhibit plan and transportation plan to get visitors to the church are in the works, which may include a vantage of other related sites.

D. Gottschalk-Fielding stated the glass roof is now being installed at Seymour Library. Participation at in-person programs has returned to pre-covid levels. Details about programs being offered can be found on the website. A strategic plan is in development. Library patrons have been surveyed online and a community open house has been scheduled for two upcoming dates on April 25 at 5:30PM and April 29 at 2PM.

K. Gosch stated the Case Research Lab will reopen for the season on April 15 with tours available Wednesday-Saturday 11AM – 4PM on the hour. Cayuga Museum will partner with Schweinfurth Art Center for the first weekend in May to offer collaborative programming to include smoke dancers on the lawn and at Carriage House Theater plus a Carlisle Industrial Indian School presentation on May 6.

M. McEvers stated the Board meeting for Fort Hill Cemetery will take place next week. Tours are being planned for 2023. Collaboration with the National Park Services is in discussion. Juneteenth programming is in the works, to feature speaker Judith Wellman.

Rev. P. Price stated the You Matter Women's Conference took place in March. The Harriet Tubman Liberation Foundation is planning educational events.

J. Wrench stated the Chamber awards winners will be honored at a luncheon on May 11. The Leadership Cayuga presentations are scheduled for May 4 9-11AM with a theme focused on supporting the Downtown Business Improvement District.

Dr. R. Burgess stated all five elementary schools are participating in the Passport to History program for the 4<sup>th</sup> grade classes. Kudos to teacher Amanda Tallcot for providing an Auburn history themed coloring book of her design for each of the students.

J. Kline stated BID's Food Truck Rodeo at Market Street Park on Memorial Day will feature nine vendors this year. Other festivities to enjoy include live music, Rotary and AOH's Duck Derby, and more. Regarding the DRI, the Nash's mural by Arthur Hutchinson displaying a 'Welcome to Auburn' postcard design will be installed by A&M Graphics soon. The 'Harriet Tubman Life Cycles' bicycle themed sculpture will be unveiled at Freedom Park on Juneteenth, June 19. The 'Sky Woman' sculpture will be installed at the intersection of William and Lincoln Streets this fall. Construction of the painted mural and mosaic piece to go in along the APT alleyway will occur this summer and incorporate a community element for Founder's Day on August 12.

B. Chabot stated Seward House Museum will be participating in the MANY conference with a panel discussion on 'Prison Prisms' to highlight Elijah Miller, William and Frances Seward, Thomas Mott Osborne, and the Freeman Trial. Details about upcoming speakers and workshops can be found on the website. The Juneteenth celebration will feature speaker Angela Davis. Shakespeare in the Garden will return this summer.

The Site Director Strategic Meeting was held on Monday, April 3, 2023 at the NYS Equal Rights Heritage Center.

C. Kasper relayed details about conversation from the Site Director Strategic Meeting. Several topics were discussed during the two-hour long meeting. A. Daddabbo will become the new chair in July.

## Marketing

### Marketing Committee

### Market NY Campaign

C. Mason stated the third and final round of the Market NY grant has been completed. Details about the 'Meet Me in Auburn' campaign were shared, including the return of the roadside billboards. The Harriet Tubman Lantern Trail will be

updated this year with new stickers being created by A&M Graphics, wherein they will wrap around the historical marker poles to be more resistant to weather and theft. The website indicates the sticker locales. April 28 is historical marker day and sites are encouraged to adopt the marker nearest their site and document the cleaning of their marker by posting pictures on social media with the hash tag. The Auburn Beautification Commission (ABC) collaborated with DPW and contractors to repaint 15 markers in the city. A new marker dedicated to Frances Brown, former Harriet Tubman Home Matron, will be on display at her residence at 44 Parker Street.

#### Auburn NY Visitor Guide 2023

Round three of editing has wrapped and includes new photos, refreshed copy, parking details, and an updated events page. A print order has been placed with Jacobs Press to create 8,000 copies, which will be ready in early May.

#### 2023 Programming

The 'Plan your Visit' page on the website boasts strong interaction with an open rate of 41%.

#### Brave Brews

Save the date for the first weekend in March 2024 for the third annual Brave Brews Weekend event, scheduled 3/1-3/3, including First Friday.

Harriet Tubman Week is scheduled for the second weekend in March 2024, 3/10-3/15.

#### Passport to History

Kate Grindstaff, the Outreach Coordinator at Seward House Museum, leads the Passport to History Program with Gillian Sears and Dr. Renee Burgess. Passport stamps were shared at this meeting and will be distributed among other participating sites. With a budget line of \$1,000 the approximate breakdown is as follows: new stamps \$200; passport booklets \$300; remaining \$500 for prizes given to each of the 300 students including items from the sites such as NPS ranger badges, SHM and HTH pencils, stickers, postcards, bookmarks, key chains, etc. Coloring books co-designed by local teacher Amanda Tallcot will be included thanks to grant funding.

#### Auburn NY Pride (June)

A Pride rally will be hosted at ERHC again this year on June 24 at noon in conjunction with the return of the Downtown Auburn Saturday Market, returning to the courtyard Saturday 6/24 – 8/26 (except July 1.) The rally theme will incorporate the 50<sup>th</sup> anniversary of Hip Hop, developed in NYC. An interfaith service will be held at Westminster Church later in the month.

#### Juneteenth (June)

Juneteenth weekend occurs 6/16-6/19 with themed events occurring through the month of June with the historic and cultural sites. I Love NY will issue a press release soon. Photos from the sites were requested. TGW Studio will create digital/social/print ads. C. Kasper is assembling a report.

#### Holiday Traditions (December 10)

Save the date for the second Sunday in December for the return of this community favorite event.

I Love NY's Path Through History weekend will occur twice in 2023, June 17-18 and October 7-9.

#### New Business

There was no new business.

## Old Business

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## Announcements

A. Daddabbo announced to look out for a documentary about Dorothy Cotton in early November.

## Adjournment

B. Chabot adjourned the meeting at 10:25 a.m. A motion was made by J. Kline and seconded by Dr. R. Burgess. All were in favor and the motion carried. The next Commission meeting will be held at 9:00 a.m. on Wednesday, 7/12/2023 at Carriage House Theater.

Minutes by Gillian Sears