

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from May 9, 2012 at Stardust Conference Room

Present: M. Alberici, J. Camardo, P. Carter, A. Fuller, J. Kingsley, D. Lamb, E. McHugh, C. Reilley, M. Vanek, K. Walker

Excused: S. Muldoon, L. Frank, J. Loperfido, D. Stankus

Absent:

M. Alberici welcomed John Kinglsey, Seward House Museum Director of Education, who was sitting in for B. Chabot.

Approval of the Minutes

K. Walker read the Commission's mission and vision statements. K. Walker made a motion to accept the 3/14/12 minutes as submitted. The motion was seconded by A. Fuller. **All were in favor and the motion carried.**

Approval of the Treasurer's Report

B. Murdoch reported on expenses since 3/14/12. J. Kingsley made a motion to accept the Treasurer's Report. The motion was seconded by D. Lamb. **All were in favor and the motion carried.**

Site Directors

D. Lamb reported that the Seward House, the Schweinfurth, Cayuga Museum, APT, and Willard Chapel were collectively applying for a grant on audience development through the Allyn Foundation. J. Camardo stated the City of Auburn was putting together a clip highlighting some of what Auburn has to offer to be aired on the new public access channel that will be set up at APT. He suggested the sites do the same. K. Walker said the sites were going to take part in the initiative.

Marketing Committee

M. Vanek shared the inquiry stats for the month. The inquiry numbers have increased due to the recent ad placements. M. Vanek was happy to report that 20 partners have package deals or discounts tied into the Musical Theatre Festival. The partner names will be included in an ad and displayed on our web site. If any additional sites would like to participate, please let M. Vanek know as soon as possible and the deal information will be included on our web site. The deadline to be included in the magazine ad has passed. M. Vanek said an e-blast recently went out promoting the discounts and a press release will be forthcoming detailing them as well.

B. Murdoch shared the advertising initiative with WCNY. An ad and a story were placed in the May/June issue of CNY Connected, and a 15 second clip will be aired before and after 15 shows on WCNY-TV/DT 24.1. The same clip will air before and after 20 programs on WCNY-TV/DT 24.2, 24.3, & How-To Travel Programs. An ad was being created to appear on TripAdvisor during the month of June.

Community Outreach

M. Alberici reported that she met with J. Kinglsey and drafted a proposal for the 2013 Passport to History Program. The new program would include the Seymour Library. The proposal is as follows:

Throughout the course of the Passport Program, Fourth Graders from across Auburn will have the opportunity to visit eight historic/cultural sites including: Cayuga Museum & Case Laboratory, Seward House Museum, Harriet Tubman Home, Schweinfurth Memorial Art Center, Schine Theater, Cayuga County Office of Tourism, Willard Chapel and the Seymour Library. Students who visit six of the eight sites will receive a free pass to a local business and be entered into a school specific raffle to win an electronic device (device in question will change, year to year). Students who visit all of the eight sites will receive passes to two local businesses and have a chance at the raffle. At each school, the class with the largest percentage of students who visited seven of the eight sites will be entitled to a complimentary pizza party and a visit from a representative from one of the previously mentioned organizations.* The school with the largest percentage overall will have an excellent opportunity for the sites to do educational outreach to the local schools. If each site would also be willing to bring free entrance passes for the students, this could encourage students to bring their families and help expand visitor demographics. We hope this outreach component will galvanize teachers to be more proactive in encouraging their students to visit the sites and complete the Passport Program.

***We would like to include Linda Frank as a speaker. Although the Cayuga County Historian's Office is not a site students visit, we believe teachers would be interested in an educational outreach opportunity with the Cayuga County Historian.** P. Carter made a motion to accept the new proposal for the Auburn's Historic Sites Commission Passport Program. The motion was seconded by E. McHugh. **All were in favor and the motion carried.** B. Murdoch handed out passport book questions to each site to review their section. Please let her know as soon as possible if they are accurate. It was decided not to include times open or admission fees. Included would be web sites and phone numbers only. B. Murdoch will confirm with J. Loperfido prior to printing the new books that the Schines Theater will have their lobby open during times when the students can visit the site, as per the criteria of the program.

Unfinished Business

M. Alberici stated that Laurel Auchampaugh has produced additional script for the PODCAST project. Fort Hill has reviewed that material. She has a few more sites to complete. B. Murdoch is working with Laurie Turo from the City to see that an amendment is presented to City Council to change the status of APT to a designated site. B. Murdoch reported that the AuburnHistorysHometown, web site redesign is complete and the site is up and running. If anyone has any edits, please let her know as soon as possible.

Arts & Economic Prosperity Study

E. McHugh reported that the collection of data portion of the Study is complete. The results will be released to the press and public on 6/8/12 during the Americans for the Arts annual convention in San Antonio. As per the suggestion of the Study, Randy Cohen will be coming to Auburn to present the findings on 9/6 & 9/7. He will address City Council on 9/6 and B. Murdoch will set up a meeting for 9/7, hopefully at Theater Mack or APT, for Legislators, the Wed. morning round table attendees, and other community leaders.

New Business

B. Murdoch presented a draft budget for 2012-2013 assuming that the funding from the City is the same. J. Camardo stated they are in the early stages of the budget at City Council. He asked that someone from the Commission attend a City Council meeting and explain to the other members where the money is expended, and the increased revenue to the City and County from the added visitors. M. Alberici will attend the meeting. E. McHugh made a motion to accept the 2012-2013 budget draft. The motion was seconded by P. Carter. **All were in favor and the motion carried.** J. Camardo asked the sites to consider staying open later on their First Friday events, especially during the summer months. D. Lamb said they will take that into consideration.

Announcements

A. Fuller stated that the Chamber would be hosting the 2012 Business Leader Award Luncheon on 5/24 at the Springside Inn. On 6/20, there will be a Business After 5 at the Emerson Pavilion hosted by H&J Hospitality from 5-7pm. On 6/24, there will be a “Flavor of the Finger Lakes” from 1-5pm at the Exchange St. Mall.

K. Walker said May is Preservation Month. There will be a seminar by Peter Wisbey on 5/20 – “Preserving Your Family Heirlooms”. The 2nd Annual Marksmanship Contest will be held 6/9 at Falcon’s Sportsman’s Club. Sunday concerts have been scheduled for the year. K. Walker mentioned that the Warden’s home on South St. is up for auction. The Community Preservation Committee would like to acquire and preserve it. J. Camardo urged her to put the request in writing.

D. Lamb said that the exhibit, “Made in NY 2012” will be closing 5/20. The next exhibit, “Summer Exhibitions”, will be on display 6/1-8/19.

J. Kingsley said the Seward House Museum unveiled their new Strategic Master Plan. They are moving forward with implementation.

E. McHugh said their new exhibit, “Proof Positive: Wine, Beer and Spirits of the Finger Lakes” will be opening on 5/19 and running through 9/2.

C. Reilley said the flowers would soon be planted downtown. The BID summer concert schedule is posted on their web site. They are working on this year’s Founders Day to be held 8/11.

P. Carter mentioned the Harriet Tubman Annual Pilgrimage Event is scheduled for 5/26/12. Restoration is being done on Harriet’s home.

M. Vanek stated that a travel writer for the Buffalo News visited many Auburn sites and will be doing an article on The Finger Lakes Musical Theatre Festival and Auburn that will appear in their “One Tank Trip” feature. The annual FAM tour will be 5/15, if anyone has anyone else they wish to send please let B. Murdoch know as soon as possible. The Annual CCCVB BOD meeting will be held 6/5 at Long Point Winery at 4:00 pm on 6/5. Also let B. Murdoch know if you wish to attend.

A motion was made to adjourn the meeting at 9:40 a.m. by A. Fuller. The motion was seconded by K. Walker. **The next Commission meeting will be held at the Stardust Conference room at 2 State St. on 7/11/12.**

Recorded by Barbara Murdoch