

# **AUBURN'S HISTORIC & CULTURAL SITES COMMISSION**

Meeting minutes from November 14, 2012 at Willard Chapel

**Present:** M. Alberici, E. McHugh, C. Reilley, D. Stankus, M. Traudt, K. Walker

**Excused:** B. Chabot, A. Fuller, S. Muldoon, M. Vanek

**Absent:** J. Camardo, P. Carter, L. Frank, J. Loperfido

**Guests:**

## **Approval of the Minutes**

M. Traudt read the Commission's mission and vision statements. K. Walker made a motion to accept the 9/12/12 minutes as submitted. The motion was seconded by E. McHugh. **All were in favor and the motion carried.**

## **Approval of the Treasurer's Report**

B. Murdoch reported on expenses since 9/12/12. D. Stankus made a motion to accept the Treasurer's Report. The motion was seconded by C. Reilley. **All were in favor and the motion carried.**

## **Marketing Committee**

B. Murdoch mentioned the large number of inquiries this year that came as a result of the Meredith Buy. (Ladies Home Journal, Family Circle, Midwest Living, Better Homes & Gardens, and More magazine) E. McHugh stated that a conversion study was done a few years ago to obtain a percentage of the leads that materialized. She stated it would be beneficial to perform a new study. Possibly money could be budgeted next year.

## **Community Outreach**

B. Murdoch stated that the edits have been completed for the new Historic & Cultural Sites brochure. She will forward the final copy to all the sites and asked that they do a final review by the end of the week. B. Murdoch will then work on the updated Passport Booklet.

## **Unfinished Business**

M. Alberici stated that Laurel Auchampaugh had a few more characters to write about for the PODCAST. The goal is to get things completed for a launch in the spring.

## **New Business**

B. Murdoch distributed posters for the 2012 Holiday Traditions. She stated that a press release will be going out after Thanksgiving week. C. Reilley will be going on the radio and will mention the Holiday Traditions event along with others events. The street banner is set to go up between 11/25 & 12/9.

Jerry Delfavero has taken Don Poole's place at Fort Hill Cemetery as Superintendent.

M. Alberici will contact Jerry to see if he would like to attend our Commission meetings and receive information.

M. Alberici was contacted by Rev. Eileen Winter of the First Presbyterian Church, to see if anyone had any suggestions for uses of the Case Mansion. M. Alberici asked that if anyone had any ideas to let her know.

### **Announcements**

C. Reilley said that the Annual Holiday Parade event to be held 11/24/12 is going great. They are thrilled with their partnership with Captain Jack & S. Muldoon. Also, she will be helping with the 2013 IGNITE Sponsored WinterFest event to be held 3/1/13. C. Reilley was excited to announce that F. Oliver's will be at the BID office for the next First Friday on 12/7/12. APT will have a great exhibit by a local artist in the Absolute Dance space that night as well.

M. Traudt announced that the Quilt Show was in full swing and doing great. There are truck shows on Sundays. Their first Folk Arts & Fiber Festival was held this past weekend and drew 150 visitors.

E. McHugh reminded everyone that the Cayuga Museum annual Holiday Cocktail Party will be held on 11/17. Their Map Exhibit has been well received and First Fridays were very successful.

M. Alberici stated that E. McHugh did an outstanding job presenting at the Wednesday Morning Roundtable event earlier today.

K. Walker said they are preparing for the Annual Holiday Traditions event. The Tiffany Sunday Concert Series was very successful this year. They are applying for a grant to restore a section of the Chapel. Chef's night will be held on 2/7/13.

A motion was made to adjourn the meeting at 10:30 a.m. by D. Stankus. The motion was seconded by K. Walker. **The next Commission meeting will be held at the Stardust Foundation Conference Room on 1/9/13.**

Recorded by Barbara Murdoch