

**Auburn City Council
Regular Meeting
Thursday, June 24, 2021 5:00 P.M.
City Council Chambers
Memorial City Hall
24 South St.
Auburn, NY 13021**

Minutes

The meeting of the Auburn City Council was called to order at 5:00 p.m. from the City Council Chambers, 24 South St. Auburn, NY by Mayor Quill.

ROLL CALL – The City Clerk called the roll. Councilor Councilor Terry Cuddy, Councilor Tim Locastro and Mayor Quill were all present. Councilor Deb McCormick and Councilor Jimmy Giannettino were excused.

The following City Staff was present for the meeting:

- City Manager, Jeff Dygert
- Corporation Counsel, Stacy DeForest
- City Clerk, Chuck Mason
- Fire Chief, Mark Fritz
- City Comptroller, Rachel Jacobs
- City Engineer, Bill Lupien
- Police Lieutenant James Slayton

Pledge of Allegiance to the Flag – Mayor Quill led the Pledge of Allegiance.

Moment of Silent Prayer or Reflection – Mayor Quill asked for a moment of silent prayer.

Public Announcements –

The next Zoning Board of Appeals meeting for the City of Auburn will be held on Monday, June 28, 2021 at 7 p.m. at Council Chambers of Memorial City Hall, 24 South Street.

CEREMONIAL PRESENTATIONS –

Public to be heard: Mayor Quill asked the Clerk read the public to be heard rules. No speakers.

Approval of Meeting Minutes –

- June 10, 2021 Council Meeting Minutes
Motion to approve the June 10, 2021 minutes by Councilor Cuddy, seconded by Councilor Locastro. Motion to approve carried 3-0.

Reports of City Officials

A. City Manager's Report

- The City of Auburn is seeking bids for the following projects:
- Casey Park Skate Park Design-Build Project due July 2, 2021.
- More information on these projects is available on the City of Auburn webpage under the tab "Bids/RFPs"
- The City of Auburn is collaborating with the Cayuga Community Health Network and Arise to offer two housing workshops for landlords and tenants. The first workshop is for the benefit of tenants and will be held July 12 from 9am – 3pm at the West Middle School Apartments' auditorium at 217 Genesee St. The second workshop is designed for landlords and will be held on July 13 from 9am-3pm at the west Middle School Apartments' auditorium at 217 Genesee St.
- This week on Monday, Tuesday, and Wednesday city department heads and several supervisors participated in one day interactive seminars on implicit bias. The sessions were organized by the Auburn Human Rights Commission and are part of what will become regular supervisor training to give our employees the information on various topics to improve their ability to provide service to the community and those they supervise.

B. Reports from members of Council

Matters to Come Before Council

A. State Environmental Quality Review Act Resolutions (SEQR)

B. Ordinances – none

C. Local Laws – none

D. Resolutions –

E. Staff Presentations –

City Historic and Cultural Sites Commission Update on Equal Rights Heritage Center and Market NY Tourism Marketing

The mission of Auburn's Historic & Cultural Sites Commission is to support its designated organizations to achieve their missions through collaborative marketing, programming, and tourism strategies. The vision of the Commission is to position Auburn as the destination of choice in the Finger Lakes through support and promotion of its history and culture.

While the COVID pandemic certainly impacted our local tourist sites with closures and attendance restrictions, the commission used the time to plan for post pandemic re-openings and created new marketing initiatives to promote Auburn as a prime Finger Lakes tourist destination.

The commission has been utilizing the City's Market NY tourism grants received from the NYS Empire State Development to develop other marketing initiatives such as website, social media and a comprehensive digital media campaign that will run through 2021.

One other visible initiative of the commission is the creation of a comprehensive Visitor Guide for the City of Auburn which makes its public debut in June 2021 just in time for the summer tourist season. Courtney Kasper is the Visitor Experience Manager of the Equal Rights Heritage Center and administrator for Historic Sites Commission events and promotions. She will present to the City Council along with representatives from the City's tourism marketing contractor TGW Studio of Rochester, NY on the latest tourism initiatives.

Cayuga County Office of Tourism Update on Special Project for Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan - Karen Kuhl, Executive Director and Claire Dunlop, Marketing Manager, Cayuga County Office of Tourism.

Tour Cayuga's mission involves increasing the tourism related economic development in Cayuga County. This involves understanding our strengths and promoting them to potential visitors. The Office of Tourism has laid out both in their 5-year strategic plan as well as their annual marketing plan the expansion of our target markets to include a more diverse pool of visitors. In this evening's presentation Claire Dunlop, Marketing Manager from the Cayuga County Office of Tourism will outline the steps that the Office of Tourism has taken and plans to take to move these goals and this initiative further via a new Harriet Tubman/ Equal Rights Heritage in Cayuga County Communication Plan, that sets out to build upon steps already taken by the city.

Auburn Industrial Development Authority (AIDA) Update on Place Branding Marketing by Tracy Verrier, Executive Director of Cayuga Economic and Development Agency (CEDA)

The Auburn Industrial Development Authority (AIDA) recently launched a new brand identity and website, along with social media presence and content generation. The new brand is place-based and showcases the unique benefits of living and doing business in the City of Auburn, NY, positioning it among other comparable cities in order to garner the attention of individuals and businesses considering locating in micro-urban environments. Altogether, the new brand showcases Auburn, NY, as uniquely situated as the place to live and/or locate a business, especially for those considering making a move to a place that offers plenty of fresh air within a day's drive to major metropolitan areas in the northeastern U.S. This presentation will introduce the brand and its elements, as well as how Council and the community can engage with it to promote Auburn.

TABLED ITEMS - none

OTHER BUSINESS –

ADJOURNMENT: By unanimous vote the Council adjourned the meeting. The meeting was adjourned at 5:52 p.m..

Minutes submitted by:

Chuck Mason, City Clerk