

Auburn City Council Meeting, August 10, 2023

**Auburn City Council
Regular Meeting
Thursday, August 10, 2023 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 3:00 p.m. from the City Council Chambers, 24 South St. Auburn, NY by Mayor Quill.

ROLL CALL – The City Clerk called the roll. Councilor Ginny Kent, Councilor Jimmy Giannettino, Councilor Terry Cuddy, Councilor Tim Locastro and Mayor Michael D. Quill were present.

Executive Session: Councilor Giannettino made a motion to enter Executive Session, seconded by Councilor Locastro. Council voted to enter an executive session regarding the following matters:

- One matter made confidential under attorney client privilege due to potential litigation regarding matters of the Owasco Lake Watershed Rules and Regulations.

The motion to enter executive session carried 5-0. The Council entered Executive Session at 3:01 p.m. Executive session adjourned at 4:50 p.m.

Council was in recess between 4:50 p.m. through 5:00 p.m.

At 5 p.m. the Mayor asked the Clerk to call the roll call.

ROLL CALL – The City Clerk called the roll. Councilor Ginny Kent, Councilor Jimmy Giannettino, Councilor Terry Cuddy, Councilor Tim Locastro and Mayor Michael D. Quill were present.

The following City Staff was present for the meeting:

- City Manager, Jeff Dygert
- City Clerk, Chuck Mason
- Corporation Counsel, Nate Garland
- Police Chief, James Slayton
- Fire Chief, Mark Fritz

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.

Auburn City Council Meeting, August 10, 2023

Public Announcements – summer event calendar events were read.

Ceremonial Presentations –

Auburn Police Department Promotions by Mayor Quill and James Slayton, Police Chief.

The following Auburn Police Department personnel were administered the Oath of Office for promotions to new positions within the department:

Deputy Police Chief Spingler, Captain Androsko, Lieutenant Merkley, Sergeant Caruso, Sergeant Young and Detective Weeks.

Public to be heard: The City Clerk read the rules for Public To Be Heard. Mr. Tim Lattimore of 63 South Street spoke to discuss political signage and the city's code regarding political signs.

Approval of Meeting Minutes – none

Reports of City Officials

City Manager's Report –

City staff has been having continuing discussion with the company Alstom who owns the buildings at 150 Orchard Street in which a NYS Restore NY grant was recently awarded. The company has pledged that it will meet regularly with City officials as the project moves forward.

The City staff had a meeting with officials from the New York Municipal Insurance Reciprocal (NYMIR) regarding the City's insurance. The good news is that the City's insurance rating has been improving greatly since 2019 which will lead to reductions in rates. He thanked the City's Department Heads and staff for work to accomplish those positive ratings.

Reports from members of Council – none

Matters to Come Before Council

A. State Environmental Quality Review Act Resolutions (SEQR) – none

B. Ordinances – none

C. Local Laws – none

D. Resolutions –

APPOINTMENT RESOLUTION # OF 2023

CONFIRMING AN APPOINTMENT TO THE AUBURN INDUSTRIAL DEVELOPMENT AUTHORITY

Auburn City Council Meeting, August 10, 2023

By Councilor Giannettino

August 10, 2023

WHEREAS, in accordance with New York State Public Authorities Law, Article 8, Title 15, Section 2304, the Mayor recommends appointments to the Auburn Industrial Development Authority (AIDA) with said appointment to be approved by City Council; and

WHEREAS, in accordance with said Public Authorities Law, AIDA Board membership must consist of a Chairman and eight (8) members, which members shall include two (2) members of the common council of the City, one (1) representative of the city school board, one (1) representative from each of the specific business, industry and labor, and two (2) members at large board members; and

WHEREAS, there has been one resignation from the AIDA board, from a member that served in an at large board position; and

WHEREAS, the Mayor is recommending for appointment to this vacated position Ms. Tessa Crawford, residing in the City of Auburn.

NOW, THEREFORE, BE IT RESOLVED that the Auburn City Council confirms the appointment of Ms. Tessa Crawford, residing in the City of Auburn, NY to the Auburn Industrial Development Authority Board for a term to commence immediately and last through January 15, 2023; and

BE IT FURTHER RESOLVED that this resolution shall take effect immediately.

Seconded by Councilor Cuddy

	Ayes	Noes	Excused
Councilor Kent	X		
Councilor Giannettino	X		
Councilor Cuddy	X		
Councilor Locastro	X		
Mayor Quill	X		
Carried and Adopted	X		

E. Staff or Vendor Presentations –

- Auburn Regional Media Access (ARMA) Update - Joe Salzone, President, Auburn Regional Media Access Board of Directors; and James Reichert, ARMA Station Manager (see attached)
- Update from Historic & Cultural Sites Commission by Courtney Kasper, Visitor Experience Manager, NYS Equal Rights Heritage Center (ERHC) (see attached)

Auburn City Council Meeting, August 10, 2023

TABLED ITEMS - none

OTHER BUSINESS – none

Executive Session: Councilor Giannettino made a motion to enter Executive Session, seconded by Councilor Locastro. Council voted to enter an executive session regarding the following matters:

- One matter made confidential under attorney client privilege due to potential litigation.

The motion to enter executive session carried 5-0. The Council entered Executive Session at 6:07 p.m. Executive session adjourned at 6:29 p.m.

ADJOURNMENT: By unanimous vote the Council adjourned the meeting. The meeting was adjourned at 6:30 p.m..

Minutes submitted by: Chuck Mason, City Clerk



CITY OF AUBURN

"History's Hometown"
Office of the City Clerk

Chuck Mason, City Clerk

Date of posting: Monday, August 7, 2023

Auburn City Council

Special Meeting Notice

Notice is hereby given that the Auburn City Council has scheduled a change in the start time for the regular Council meeting to be held on Thursday, August 10, 2023 at 5:00PM. The new start time will be 3:00 PM for the purpose of considering a motion to enter an executive session of the City Council. The public portion of the regularly scheduled meeting will begin at the regular start time of 5:00 p.m.


This meeting will be held at Memorial City Hall, Council Chambers, 24 South St. Auburn, NY 13021.



Auburn Regional Media Access



Your local public access television
station, and more.



What is ARMA?

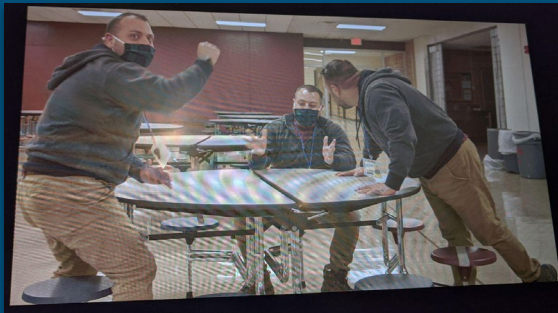
- Auburn Regional Media Access, *ARMA is Auburn NY's local public access television station.
- A place for Auburnians to voice local concerns, participate in community discussions, and spotlight local talents.
- ARMA facilitates the production of media in many forms

Media Access Center

ARMA is more than just the public access television station.

What is a Community Access Center?

Our mission is to be a multifaceted production center.



Purpose and Goals

- Fostering Free Expression
- Platform for individuals or groups
- Ability to express ideas, opinions, and creativity without censorship,
- Promoting a vibrant exchange of diverse viewpoints.



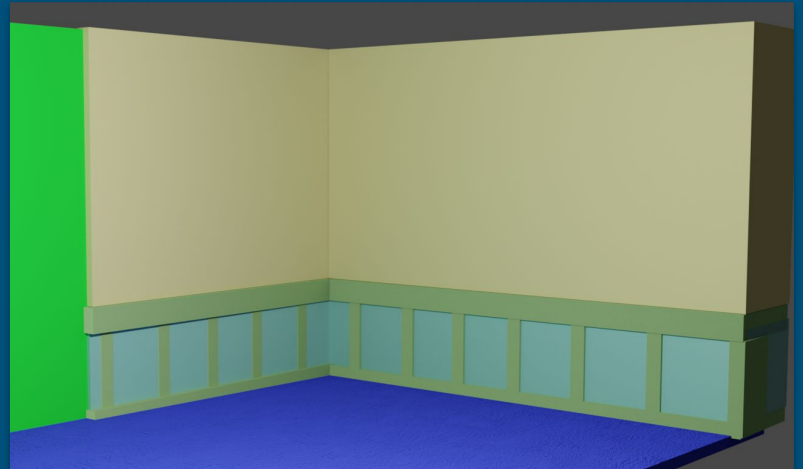
Current Operations

- Current annual operating budget of \$48,000
 - 1 employee, Rent & Utilities, Operations, Equipment.
- Green Screen Studio
- Office / Education space
- Located in the basement of Auburn Public Theater.



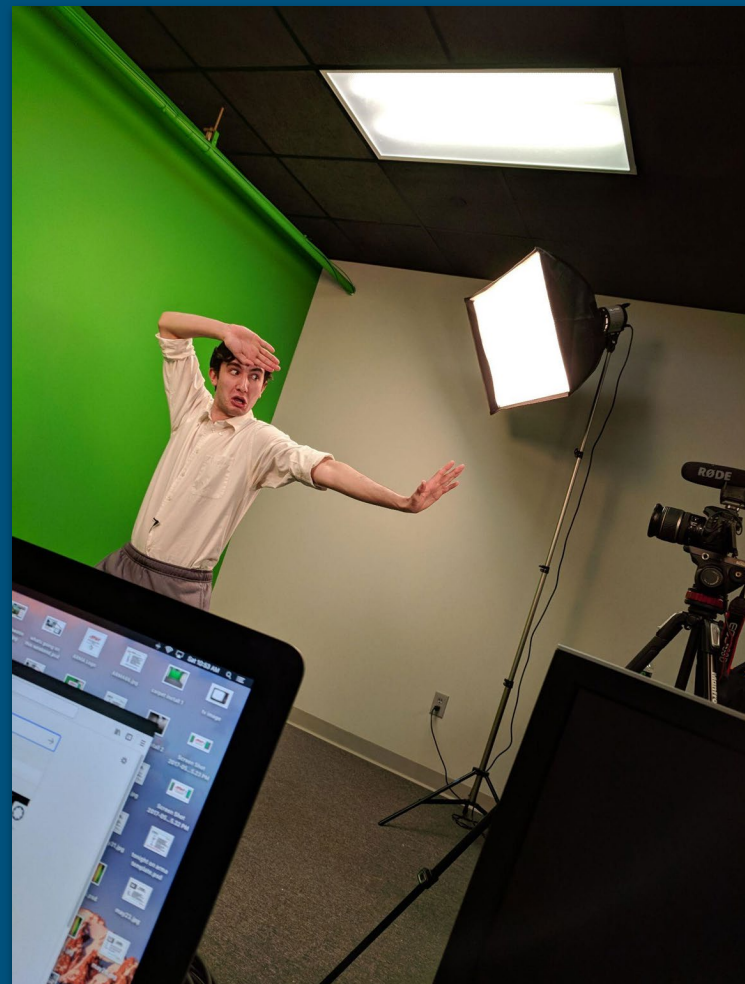
Studio Redesign

- Planned updates to the studio involves cosmetic changes to the west wall of the studio.
- Fresh paint with panel molding design
- New furniture and set decor
- Updated equipment



Behind the scenes of the studio





Behind the scenes In the community





Community Impact

- Youth Programs
- Community PSA's
- Auburn Centric Series
- Community Producers
- Training Sessions
- Internships



Future Plans

Growth

Our building is under construction. We plan to grow with it

- Dedicated ARMA entrance is located on E Genesee St
- Updated entry way



Thank you

Thank you for taking the time to allow us to share about ARMA.

We appreciate your interest in our work towards enhancing
our community through media.



How to reach us

ArmaTV.org

Check us out on Facebook, or Youtube

Email: Staff@armatv.org

Phone: (315)282-7049

Auburn Regional Media Access

PO Box 733

Auburn, NY 13021



**Auburn's Historic and Cultural Sites Commission
Budget Details July 1, 2023 – June 30, 2024**

2023-2024 Budget

<u>Advertising:</u>	\$12,700
Skaneateles Community Directory	
Skaneateles Boat Show	
Dicken's Christmas	
WRVO Summer Destination Program	
Skaneateles Festival Program	
The REV Theatre Program	
APT Program	
Event promotion	
Ad Design	
Other publications	
 <u>Website:</u>	 \$500
Domain renewal	
 <u>Discretionary:</u>	 \$400
Visitor Guide postage	
Meetings, etc.	
 <u>Memberships:</u>	 \$800
Finger Lakes Tourism Alliance (FLTA)	
Skaneateles Chamber	
Visit Rochester	
 <u>Passport to History:</u>	 \$1,000
 <u>Special Projects:</u>	 \$14,600
 TOTAL:	 <u>\$30,000</u>

Adopted _____

Meet me in

AUBURN

New York



Meet me In Auburn.

Goals

Create multi-platform tourism campaign that benefits all of Auburn's arts, culture, and hospitality businesses

Increase awareness of Auburn, NY's offerings and draw in new visitors across the state & beyond

Maximize existing content & assets to build a cohesive library of ads across print and digital platforms

Tagline

Meet Me in Auburn.

Secondary Messaging

Let us be your travel guide. (ERHC will help you plan your visit.)

Meet Us in Auburn: Plan your visit at the ERHC. (Start here.)

Intriguing
Exploratory
Romantic
Welcoming
Inclusive

Who will you meet in Auburn? What will you meet in Auburn? You're free to write your own story in this charming city. All the while, the ERHC is here as a grounding presence to help get your adventure started.

Campaign Video

0:30 and 0:15 sec to be used for ads & as the stylistic anchor point of the campaign

Billboards

6 billboards that spread the campaign's message

Digital Ads

Google Search, Google Display, Facebook/Instagram & YouTube preroll

Digital Experience

ERHC homepage banner, SEO updates, and dedicated landing page

Social Toolkit

For each HCSC site, businesses, and ERHC to use as organic social content

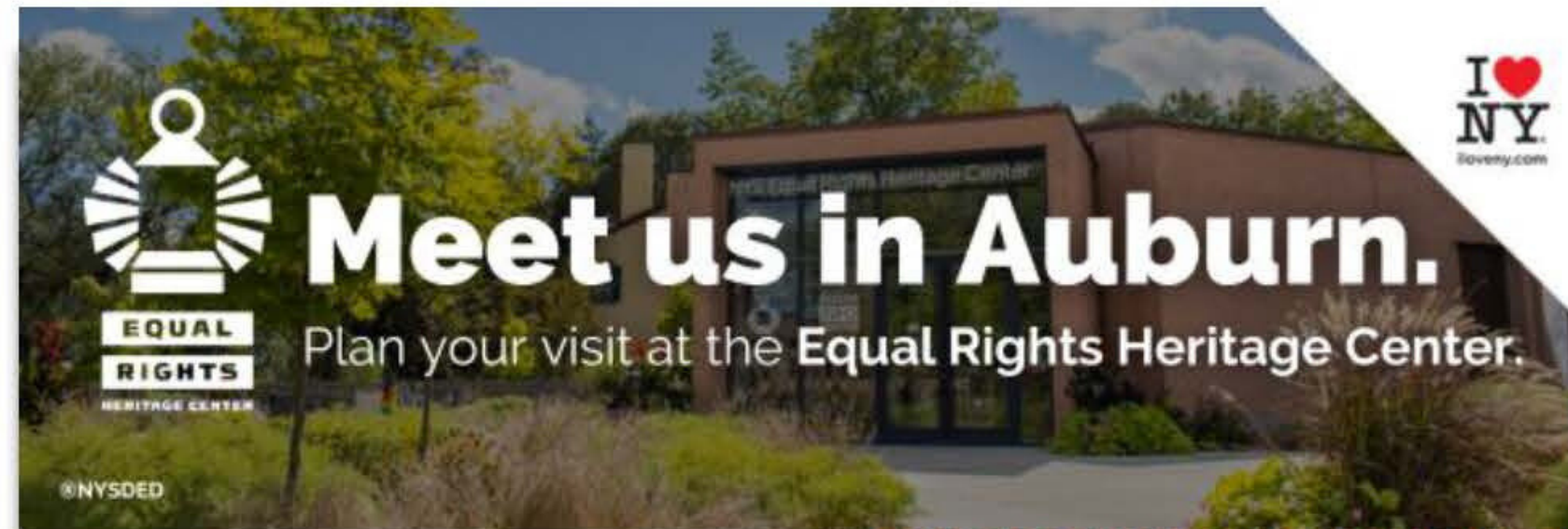
Additional Creative

Six billboards are placed on the primary roads outside Auburn, NY advertising the campaign from June-September and directing drivers to the Equal Rights Heritage Center.

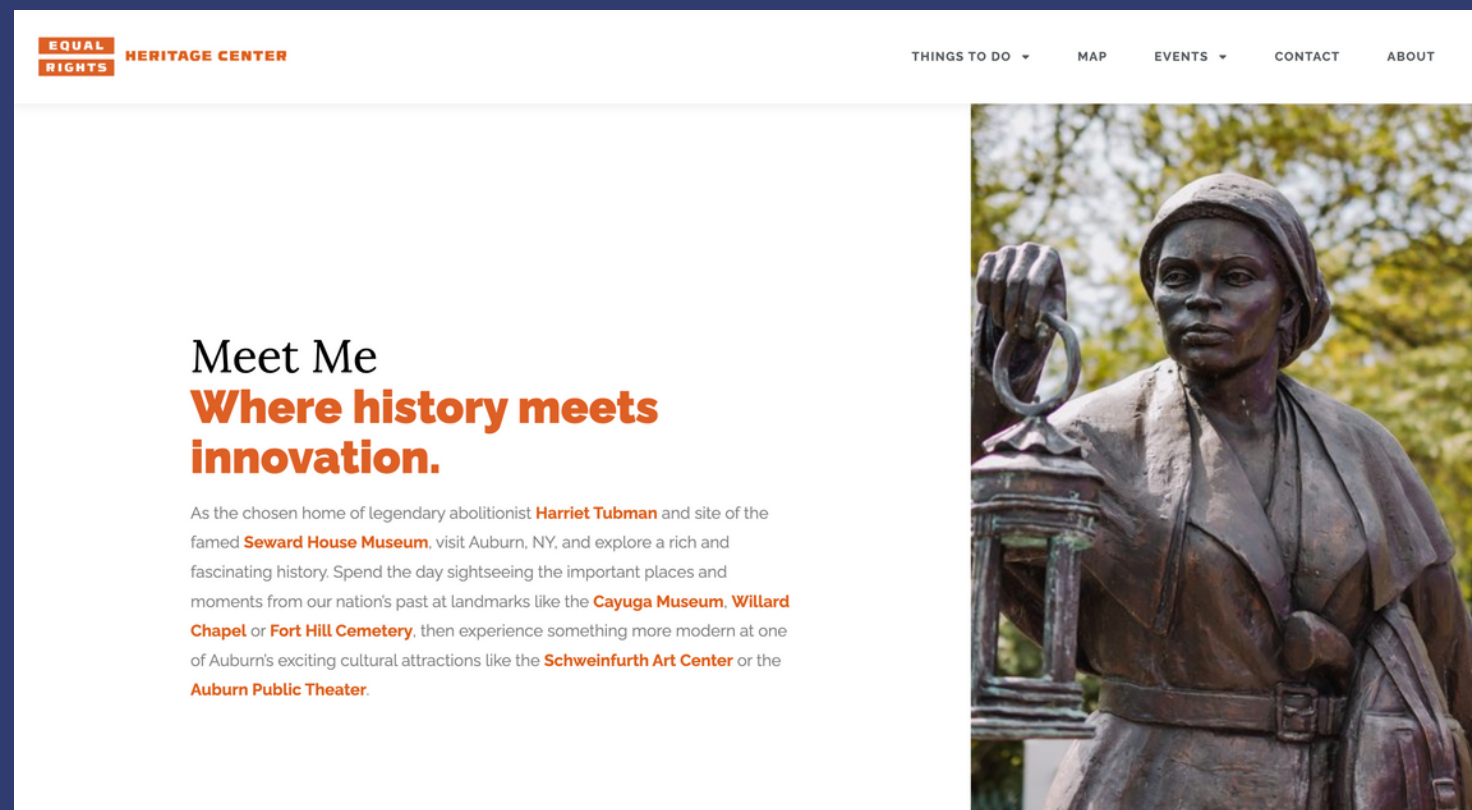
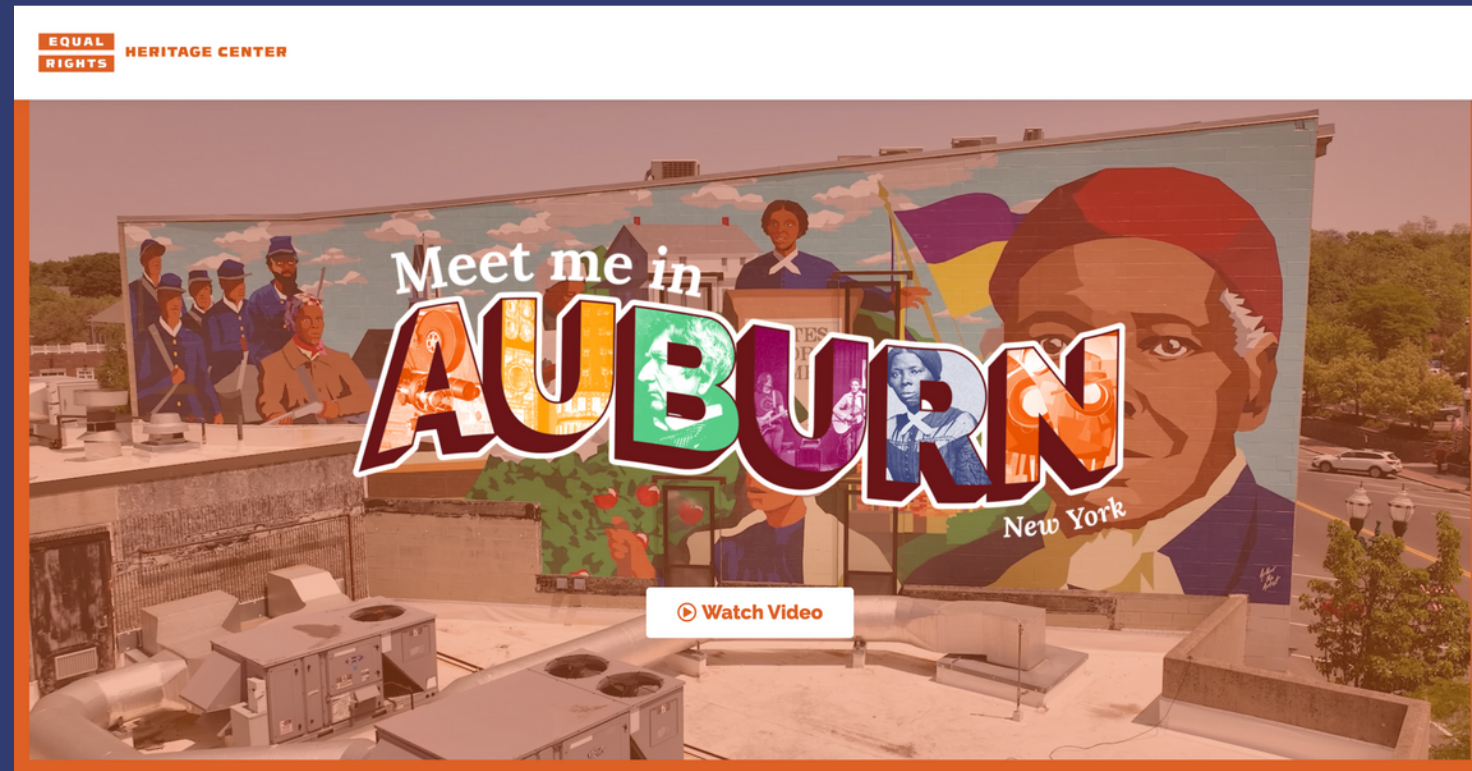


Additional Creative

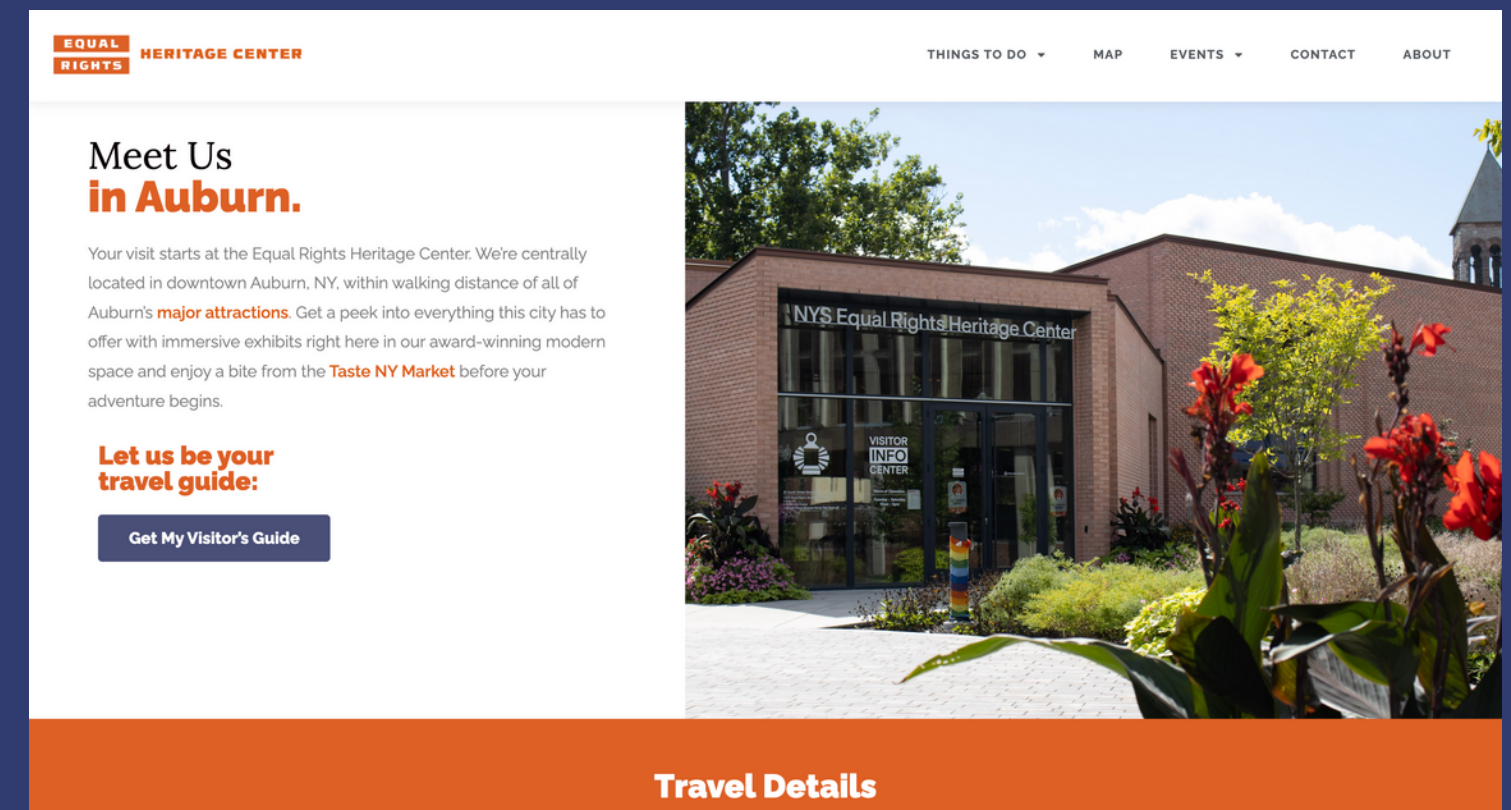
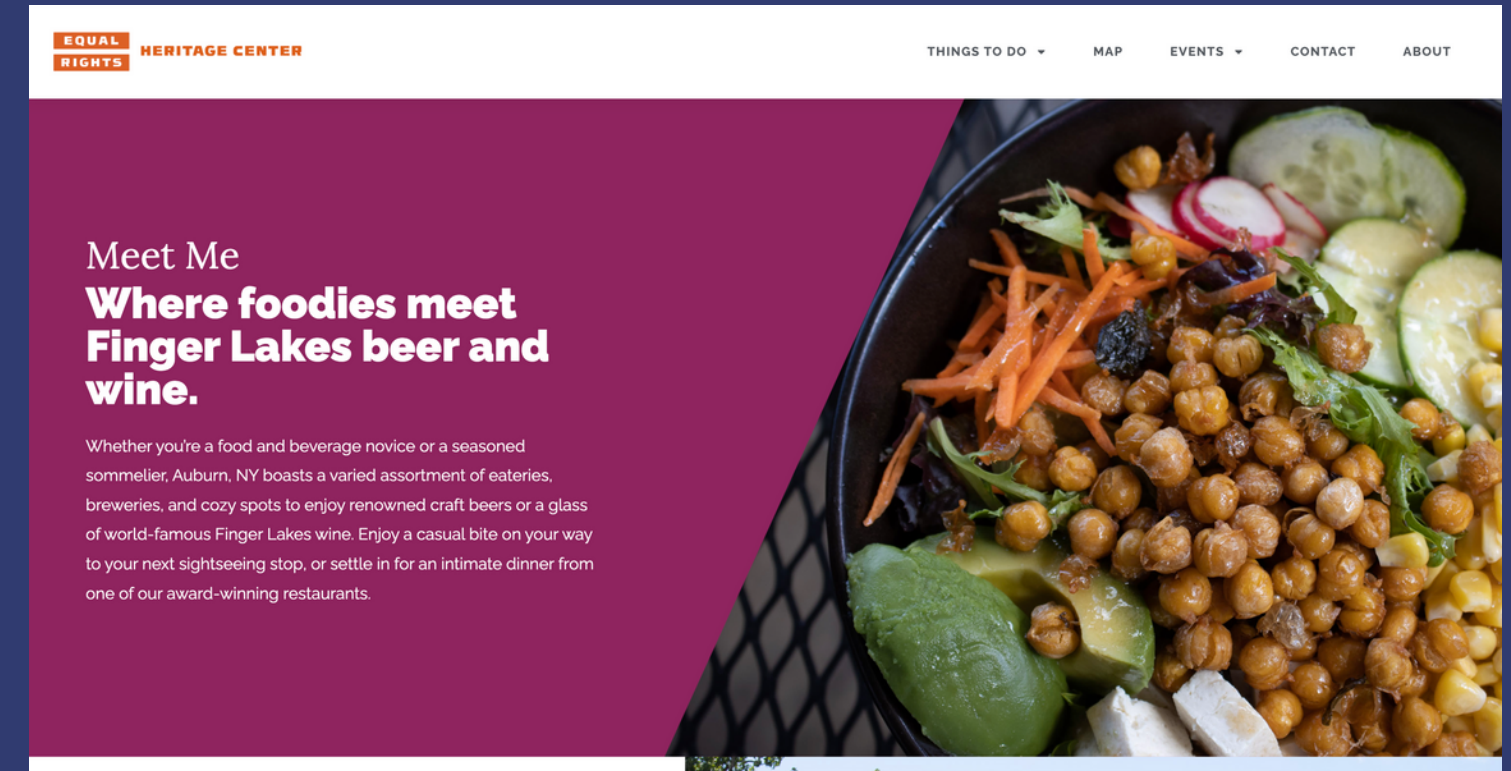
Ads in Life in the Finger Lakes email newsletters in June promoted the Equal Rights Heritage Center and the Meet Me campaign.



Landing Page



meetmeinauburn.com



ERHC Website Performance

Top Pages	Page Views	Average Time on Page	Bounce Rate
Home	1,885	2:04	63.72%
Meet Me In Auburn	986	2:34	88.11%
Juneteenth	552	1:17	63.14%
Events	354	00:59	60.18%

Comments

- We are thrilled that our new Meet Me in Auburn landing page was the second-most visited page in June, in large part due to turning on paid search ads this month.

Additional Creative

An Auburn postcard, in the nostalgic style of the Meet Me in Auburn campaign, furthers tourism efforts!



T-Shirts



Hats



Thank You

