

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from May 12, 2021 via Zoom

Present: R. Bradley, C. Eidel, J. Giannettino, D. Gottschalk-Fielding, C. Kasper, J. Kline, K. Kuhl, D. Lamb, C. Mason, K. Szewczyk, K. Walker, M. Welych, K. Wise Gosch, Rev. Paris Price

Excused: M. Alberici, J. Armstrong, L. Carr, Rev. P. Carter, B. Chabot, A. Daddabbo, K. Hill, S. Kline, S. Muldoon, A. Saret, D. Stankus, J. Waller, A. Wilson, M. Webster

Guests: Gavin Thomas and Lisa Kribs from TGW Studio

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on May 12, 2021, at 9:04 a.m. by K. Wise Gosch. C. Kasper welcomed Reverend Paris Price of the AME Zion Church and Mandy Webster of the Hilton Garden Inn as new At-Large commission members, and welcomed back Dianne Stankus as a returning At-Large commission member.

TGW Presentation

Lisa and Gavin shared a program overview for 2021 marketing and branding for TGW Studio. Topics discussed included the proposed program timeline, videography and photography, etc. The media kickoff is projected for late May. The ERHC website will feature a mobile way-finding app to correspond with the map in the new visitor guide. C. Mason shared details about the funding timeline.

Finance Report

C. Kasper presented the Finance Report. Though the report closely resembles the one from the March meeting, alterations to the advertising line can be expected as invoices are presented before the end of the fiscal year, including the expense of the visitors guide. K. Wise Gosch asked for a motion to accept the finance report as submitted, and the motion was made by J. Kline and seconded by D. Lamb. All were in favor and the motion carried.

Committee Reports

Site Directors' written reports were included in the packet.

Marketing

C. Mason stated the marketing project is eligible to apply for one more year. The total project is \$200,000, with the I Love NY Market Grant providing \$150,000 and the remaining \$50,000 coming from the City of Auburn.

C. Kasper thanked the marketing committee for the frequent efforts to complete the visitor guide, which is now being printed at Jacobs Press and delivery expected by June 1. Icons indicating accessibility were

pointed out in a presentation of the format. The city highlight page introduces the sites and their connection and the Explore Walkable Downtown page relates other stay local activities. The cover and map were designed by TGW Studio. Thanks also to The Citizen for pursuing the ads.

Advertising

C. Kasper stated an ad has been placed in the NY Up guide, formerly the Visit Syracuse periodical. A half page ad has been placed in Life in the Finger Lakes magazine July/August issue. A new half page ad placement was made in the Central NY Good Life magazine July/August issue featuring day trips. A center spread will be placed in the Skaneateles boat show piece. Summer Destinations radio programming on WRVO will be planned with sales rep, Bill Gowan. Advertising with Skaneateles Directory has resumed.

Programming

C. Kasper relayed how Pride events will be mostly digital, with visuals being distributed throughout downtown Auburn. The rainbow wraps will be displayed at ERHC. A Pride T-shirt design is being discussed with artist Blake Chamberlain. A small rally may take place at ERHC. Saturday Market planning is underway. C. Mason stated the Osborne Foundation has provided a \$4,000+ grant for this year to assist with programming via Auburn Public Theater.

Committee planning meetings will begin soon.

Harriet Tubman Bicentennial Celebration

Meeting dates for the new committee were proposed for May 25 or June 21, 2021 at 10 AM. The weeklong annual event will take place March 10-15, 2022 and will bring back the Wesley Wolfford Journey to Freedom traveling Harriet Tubman statue to Auburn in July and August, 2022. Special programming will be planned. By then, the sidewalk renovation project will be complete, fostering enhanced walking tours. An application was submitted for the CNY Community Foundation Grant to assist in paying for these activities, with confirmation expected within four weeks. R. Bradley added the close proximity between Tubman and Howland properties, and C. Kasper shared the intent for the tourism office to act as the liaison for county wide historic partners. C. Mason shared details about the Route 34 Tubman Memorial Highway renovation project, slated to wrap by December 2021.

New Business

K. Kuhl announced the Path Through History events are scheduled for June 19-20 and October 9-11 and welcomed site directors to submit events occurring during those weekends. A survey will be issued by CCCVB pertaining to Diversity, Equity and Inclusivity (DEI).

R. Bradley invited HCSC members to attend upcoming H3C (Historian Coalition of Cayuga County) meetings.

Old Business

None.

Announcements

Commission members shared news.

C. Kasper shared that the ERHC plans to resume the Saturday Market June 5 – September 4, no market on July 3. New additions and returning features to the market will include the return of live music, guided Harriet Tubman walking tours and storytelling with NPS Rangers, plus yoga on the lawn led by YMCA. A paid intern is being sought for the summer to focus on event management. Open hours at ERHC will be extended soon for the season.

K. Wise Gosch noted that Cayuga Museum is open Wednesday-Saturday 11AM-4PM is planning programs for the latter half of the year. A new play will be hosted this summer on the lawn at the museum. October 13th is the 85th anniversary of the museum.

D. Gottschalk-Fielding shared that Seymour Library will be extending hours for the season to include seven days a week.

D. Lamb announced Schweinfurth Art Center will be open Wednesday-Saturday 10AM-5PM and Sunday 1-5 PM. May 17th is the 40th anniversary of opening SAC.

K. Szewcyk shared that a seasonal NPS Ranger will assist with summer programming for Harriet Tubman NHP starting in June to include walking tours launched from ERHC if HTH isn't open. The question of group size and reservation requirements was posed which led to conversation from the commission.

Adjournment

K. Wise Gosch adjourned the meeting at 10:05 a.m. A motion was made by J. Kline and seconded by D. Lamb. All were in favor and the motion carried.

The next Commission meeting will be held at 9:00 a.m. on Wednesday 7/14/2021 at Carriage House Theater.

Minutes by Gillian Sears