

## AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from September 8, 2021 via Zoom

**Present:** J. Kline, C. Kasper, K. Wise Gosch, K. Kuhl, K. Szewcyk, B. Chabot, R. Bradley, C. Mason, D. Gottschalk-Fielding, C. Eidel, D. Lamb, Rev. P. Price, J. Waller,

**Excused:** S. Muldoon, Rev. P. Carter, L. Carr, K. Hill, S. Kline, D. Stankus, K. Walker, J. Armstrong, J. Giannettino, A. Daddabbo, A. Wilson, J. Waller

**Guests:** Julie Panna of Tipping Point, and Gavin Thomas, Courtney Brown, and Lisa Kribs of TGW Studio

### Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on September 8, 2021, at 9:00 a.m. by K. Wise Gosch. J. Kline read the Commission mission.

### TGW Presentation

Lisa Kribs, Gavin Thomas, and Courtney Brown of TGW Studio presented a demo of the soon to launch Harriet's Lantern Trail interactive wayfinding experience. By taking the lantern trail, viewers will experience rare and undiscovered windows into Auburn's past right in the moment via smartphone/QR code sticker. Visitors who follow the map and find all 10 lantern trail stop can stop by the ERHC for a prize. Content will be sent to each site for approval and QR code placement. Discussion was had on the logistics and measurable metrics of the exhibit. Julie Panna of Tipping Point Communications presented on her role and the public relations efforts as part of marketing campaign program.

### Finance Report

C. Kasper presented the Finance Report. Finger Lakes Tourism Alliance membership has been renewed and special project funding for Fort Hill Cemetery. 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 B. Chabot. **All were in favor and the motion carried.**

### Committee Reports

Site Directors' written reports were included in the packet.

### Finance

C. Kasper proposed to amend the 2021-2022 budget to include a line item for administrative purposes for \$10,000, also noting domain renewals for Auburn NY Pride and Harriet Tubman Bicentennial. However, the Bicentennial landing page can perhaps be covered under the American Rescue Plan Act (ARPA) funding, as allocated by Auburn City Council. C. Kasper reviewed the resolution that will allocate specified funding to the Historic and Cultural Sites Commission and long-standing partner sites, designed to speed the recovery of the tourism, travel, and hospitality industry in Auburn. C. Mason shared an explanation of the ARPA funding and the administrative ask for the amended budget. K. Wise Gosch asked for a motion to accept the proposed budget amendment, and the motion was made by B. Chabot and seconded by Rev. P. Price. **All were in favor and the motion carried.**

### Marketing

C. Kasper noted that the digital campaign reports from TGW will be shared with the Commission and shared that TGW reported the digital downloads of the visitor guide have been strong, as well as the mailing requests sent from the ERHC. C. Mason shared social ads have been performing well. J. Kline will set up a meeting to begin conversation of the visitor guide in late October.

**Programming**

Discussion was had on 2022 programming, including Holiday Traditions, Harriet Tubman Bicentennial, Auburn NY Pride, and more.

**New Business**

B. Chabot shared what the Seward House Museum is doing in preparation for the NY HERO Act employee and volunteer protection plan. At the time of the meeting conversation was had regarding waiting to see if capacity limits would be reinstated for private entities. K. Kuhl shared information about the Travel Unity DEI Cohort and the Tourism office is offering three sponsorships to join the next session.

**Old Business**

None.

**Announcements**

Commission members decided to skip news sharing for this meeting to be respectful of time.

**Adjournment**

K. Wise Gosch adjourned the meeting at 10:04 a.m. A motion was made by J. Kline. **All were in favor and the motion carried.**

The next Commission meeting will be held at 9:00 a.m. on Wednesday 11/10/2021 via Zoom.

Minutes by Courtney Kasper