

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from May 11, 2022 via Zoom/Willard Memorial Chapel

Present: R. Bradley, B. Chabot, J. Giannettino, D. Gottschalk-Fielding, C. Kasper, J. Kline, K. Kuhl, D. Lamb, C. Mason, Rev. P. Price, G. Sears, D. Stankus, K. Szewczyk, K. Walker, J. Waller, K. Wise Gosch, J. Wrench

Excused: Rev. P. Carter, A. Daddabbo, A. Wilson, K. Hill

Absent: S. Kline

Call to Order May 11, 2022, at 9:00 a.m. by B. Chabot. The mission statement was read by J. Kline.

Approval of Minutes

B. Chabot asked for a motion to accept the March 9, 2022, minutes as submitted, and the motion was made by J. Giannettino and seconded by K. Walker. All were in favor and the motion carried.

Finance Report

C. Kasper presented the Finance Report. The only expense in question was the membership for Visit Rochester, so the budget for that item will need to be increased next year. A new charge is the Skaneateles Directory ad and the Auburn NY Pride website renews in June. An ad was taken out in the NY Up Summer Travel Guide and TGW designed an ad with a call out to the Harriet Tubman Bicentennial. A Co-op with NYSTIA significantly reduced the cost of the ad. A reprint of the Visit Auburn posters will be used as prizes for the Passport to History program and will be included on that budget line. The advertising budget for 2022-2023 will include a REV Theatre ad and WRVO Summer Destinations radio ad spots. The City of Auburn budget is forthcoming, so a draft budget for HCSC will be coming in June to vote at the meeting in July.

B. Chabot asked for a motion to accept the finance report as submitted, and the motion was made by K. Wise Gosch and seconded by D. Lamb. All were in favor and the motion carried.

Committee Reports

Site Directors' written reports were included in the packet.

B. Chabot and C. Kasper met about revamping the commission and strategic planning, reviewed the mission statement, and considered ways to adjust the structure of the meetings. They proposed meeting quarterly for a longer duration versus one hour, bi-monthly and more activity within the committees, as well as the city meeting with site directors. The new formation can begin in the new fiscal year starting July 2022.

Marketing

J. Kline, C. Mason and C. Kasper reviewed Market NY engagement with TGW, LaLew PR for Bicentennial and Juneteenth, and Break the Ice Media for local Auburn tourism. C. Mason noted current work includes creating a 100 years of Sound Film logo and billboard placements promoting the Bicentennial; City is installing banners near the Tubman Home before Memorial Day. C. Kasper noted that the Wesley Wofford statue will be positioned in Auburn at the Harriet Tubman Home in July and August.

C. Kasper will send out PDF of ads to commission members for review when packages ready each month. TGW revamped equalrightsheritage.com website to be more user friendly. Harriet's Lantern Trail and the Bicentennial messaging are more prominent on the website. A new push for the lantern trail with ads will launch now in spring, since the soft launch in September 2021. TGW also did the logo for Brave Brews and the Bicentennial.

The Market NY grant allocated \$35,000 for Juneteenth in 2023.

Rev. P. Price recommended planning for next year should begin after this year's event.

Auburn, NY Visitor Guide new map & booklet review- J. Kline said the new version of the brochure is at Jacobs Press. Features include the Bicentennial, the lantern trail, annual events, a redesigned map, ads, +2,000 extra stand-alone folded maps designed by Lee from The Citizen, who creates the First Friday map. A PDF is forthcoming. ARPA funding will contribute to the cost of printing the guide.

2022 Programming

Passport to History- Kate Grindstaff from Seward House Museum is partnering with K. Szewczyk this year, who recapped the experience.

Harriet Tubman Bicentennial (March through September)

C. Kasper and Rev. P. Price shared a tentative date for the Wesley Wofford statue unveiling planned for July 3 with a ceremony at 3pm and a ribbon cutting by Bishop Dennis Proctor.

C. Kasper stated the Harriet Tubman descendant weekend will take place on July 22-24 with an expected 200 participants. The program on Friday evening will be at ERHC, daytime activities on Saturday at HTH, and Harriet Tubman Freedom Riders in the area on July 23.

The ARPA press release is forthcoming with reimbursement details to be determined.

K. Kuhl announced upcoming FAM tour and Pride of Place yard sign campaign with pick-up opportunity on Saturday, June 11. C. Kasper noted that on Sat. June 11 the Harriet Tubman Boosters are holding a Strawberry Social at the ERHC with performances by the Genesee Elementary Tubman singers at statue. Discussed NPS travel with Tubman app, expanding Tubman byway into NY, pushing ILNY to encourage Governor's support.

Auburn NY Pride (June 2022)

C. Kasper stated the Pride website is being updated. Flame Monroe will perform a comedy show on June 11 at Auburn Public Theater. A pride rally will take place on June 25 at noon on Exchange Street. T-shirt sales contributed \$1,000+ for programming. An interfaith service with Rev. Patrick Heary is scheduled for June 29.

Juneteenth- Rev. P. Price stated ads and mailings are going out. Planning and programming is being finalized. Planning for 2023 will begin in late June. C. Kasper mentioned the Harriet movie showings, the Juneteenth Gala at Hilton Garden Inn, and ERHC programming features a parade and proclamation and live music from 5-10PM. Trolley tours will be conducted with Harriet Tubman National Historical Park and Seward House Museum. Path Through History weekend runs June 18-19.

Holiday Traditions is scheduled for December 11. Willard Chapel will be closed. Site directors shared anecdotes. The topic will be revisited at the next meeting.

New Business

None.

Old Business

None.

Announcements

Commission members shared news.

K. Szewczyk announced an upcoming NPS talk.

D. Lamb announced the last week for Made in NY.

J. Kline announced details about the food truck rodeo and live entertainment for Memorial Day with the parade at 11 AM. Downtown breweries will host open beverage.

K. Walker announced First Friday at Willard Chapel, shops open, entertainment, successful. The Finger Lakes Art Council's Summer Festival of the Arts event will take place on August 13 with craft vendors and more. All of the building's tenants will be participating.

J. Wrench announced Leadership Cayuga plug.

K. Wise Gosch announced Harriet Tubman programs with Dr. Phillip Hesser on May 18 at noon and May 19 at 7pm.

C. Mason announced details about the upcoming dedication ceremony for the National Votes for Women Trail with two markers in Auburn commemorating the Women's Educational and Industrial Union (WEIU) at ERHC and Cayuga County Political Equality Club Headquarters on Exchange Street. There are only about 200 markers in the United States. ncwhs.org

Rev. P. Price announced the GirlTrek walks on Tuesdays in May start at the Harriet Tubman statue in the ERHC courtyard and run from 1-2PM with the June site to be determined.

B. Chabot announced the Seward birthday celebration occurs this weekend. Shakespeare in the Garden is returning. Culinary Expeditions is scheduled for September 10 with 200 tickets for the event.

Adjournment

B. Chabot adjourned the meeting at 10:11 a.m. A motion was made by J. Kline and seconded by K. Wise Gosch. All were in favor and the motion carried. The next Commission meeting will be held at 9:00 a.m. on Wednesday, 7/13/2022 at the Carriage House Theater, 203 Genesee Street (rear).

Minutes by Gillian Sears and Courtney Kasper