

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from November 13, 2019 at Cayuga County Chamber of Commerce

Present: M. Alberici, B. Chabot, A. Daddabbo, C. Kasper, J. Kline, K. Wise, K. Kuhl, D. Lamb, D. Stankus, C. Mason, A. Saret, A. DeKoter

Excused: J. Giannettino, S. Muldoon, R. Bradley, Rev. P. Carter, S. Kline, K. Walker

Guests: Janine Waller, Harriet Tubman National Historical Park; PHG team members

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on November 13, 2019, at 9:10 a.m. by D. Lamb. Members and guests introduced themselves.

Approval of Minutes

M. Alberici made a motion to accept the 9/12/19 minutes as submitted, and the motion was seconded by J. Kline and B. Chabot. **All were in favor and the motion carried.**

Finance Report

C. Kasper noted that the 2019 account was reconciled and nothing new to report regarding 2020 budget at this time.

Committee Reports

Site Directors' written reports were included in the packet.

Executive

An announcement was made that Kirsten Wise will serve as the 2020 Commission Chair.

Marketing

PHG presented the final 2019 digital marketing campaign report and will send the file via e-mail. D. Lamb questioned the timeframe importance since SAC is slow in summer months and busiest in spring. PHG noted this was identified as peak tourism season but can be adjusted moving forward based on Commission needs, if PHG is asked to continue with 2020 campaign. C. Mason reminded that round 2 of the Market NY Funding through the CFA will be announced in December.

Programming

C. Kasper announced the NYS Women's Suffrage Commission funding award of \$10,000 for Harriet Tubman Weekend March 6–8, 2020. The ERHC will host a day-time event on Saturday, 3/7. Members were asked to notify C. Kasper of programming participation; a meeting will be scheduled to revisit HT Weekend event planning. C. Kasper mentioned other future collaborative city-wide events for members to keep in mind when programming, including Holiday Traditions, Auburn NY Pride, etc.; a follow-up programming committee meeting will be scheduled.

New Business

C. Mason reviewed the proposed Historic and Cultural Sites Commission City Code with updated language as discussed at the 10/9/19 Site Directors/Programming Committee meeting. Discussion was had on adding Harriet Tubman National Historical Park, Seymour Public Library, Fort Hill Cemetery, Auburn Enlarged City School District, Schine Theater as members; Harriet Tubman National Historical Park, Seymour Public Library, Auburn Enlarged City School District will be added as Commission members. **The Commission was in agreement regarding the proposed**

draft; C. Mason will seek approval from City Council in January, marking the 20th anniversary of the Code's original adoption.

C. Kasper reported on streamlining efforts to merge ERHC and History's Hometown digital accounts and reviewed the proposed plan created by TGW Studio. C. Mason noted the purchase and phasing in of visitauburnny.com. **The Commission was in agreement with merging digital accounts based on TGW's plan.**

Discussion was had on best efforts of identifying target market and community. K. Kuhl shared the new research and survey methods used by the Tourism Office reported on the sentiment index when it comes to negative and positive word identifiers in social media posts, travel reviews, etc. Cayuga County scored 47% with 51% of posts having neutral information shared rather than posts that created engagement. K. Kuhl recommended encouraging people to leave reviews and crafting posts that add sentiment; she will share the report with Commission members if allowable.

Discussion was had on how to bring more attention to Auburn surrounding the popularity of Tubman. K. Kuhl shared that the 2020 tourism guide will feature Harriet Tubman on the cover with a special foldout on events, etc. to link the story of Tubman in Auburn and asked Commission to share all Tubman-themed events to be included by early January, preferably in December. A. DeKoter shared the forthcoming film *Stand Where Heroes Stood* (featuring M.C. Lyte) that filmed at Auburn and Maryland sites.

Old Business

None to report.

Announcements

Commission members shared news about and upcoming events at their sites.

C. Kasper announced that today is the one-year anniversary of the ERHC and the goal of 20,000 visitors in year one was surpassed; reminder that today TGW Studio will be photographing Auburn sites; noted a call for Holiday Traditions information and 2020 Commission meeting sign-up sheet is available.

J. Kline shared that she and Audrey Iwanicki presented the proposed concept for the Harriet Tubman freedom sculpture for Market Street Park and it was the first piece of public art approved for the DRI funding; the unveiling will be in 2020.

A. Saret invited members to the Cayuga County Chamber of Commerce Holiday Party on 12/5/19 at the Point at Sand Beach. The event is free for all members; registration required.

Adjournment

D. Lamb adjourned the meeting at 10:18 a.m. A motion was made by J. Kline and seconded by D. Stankus. **All were in favor and the motion carried.**

The next Commission meeting will be held at 9:00 a.m. on 1/8/20 at Equal Rights Heritage Center.

Minutes by Courtney Kasper