

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from July 10, 2019 at Willard Memorial Chapel

Present: M. Alberici, B. Chabot, A. Daddabbo, J. Giannettino, C. Kasper, J. Kline, B. Louis, K. Wise, S. Muldoon, D. Stankus, K. Walker

Excused: R. Bradley, Rev. P. Carter, S. Kline, K. Kuhl, D. Lamb

Absent: E. Onori

Guests: Chuck Mason, City of Auburn; Kimberly Szewczyk, Harriet Tubman National Historical Park; Wendy Danner-Tollett, Cayuga County Chamber of Commerce; Maria Welych, Schweinfurth Art Center; Chuck Taylor, Auburn Art Council/Schine's Theater; Gillian Sears, Cayuga County Office of Tourism; Jessica Armstrong, Cayuga County Historian's Office; Gavin Thomas and Emma Daitz, TGW Studio

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on July 10, 2019 at 9:00 a.m. by A. Daddabbo. Members and guests introduced themselves.

Approval of the Minutes

K. Walker made a motion to accept the 5/8/19 minutes as submitted, and the motion was seconded. **All were in favor and the motion carried.**

Approval of the Finance Report

C. Kasper presented the Finance Report. M. Alberici made a motion to accept the finance report as submitted and the motion was seconded. **All were in favor and the motion carried.**

Site Directors

Site Directors' written reports were included in the packet.

Marketing Committee

J. Kline reported no committee meeting on 6/26/19 due to Pride Week. C. Mason reported lead ads up 50 percent as compared to last year's PHG Campaign. B. Chabot shared attendance numbers down but increased in July. Discussion was had regarding reactions/responses to Pride. K. Walker, G. Sears, J. Giannettino, and B. Chabot shared pushback received. M. Welych and A. Daddabbo shared anecdotal stories in support of Pride Week events.

Finance Committee

C. Kasper presented draft July 2019 – June 2020 budget. C. Mason stated the ERHC and Commission are now one effort that continues to receive support from City of Auburn as a major step toward tourism. M. Alberici made a motion to accept the budget as submitted and the motion was seconded. **All were in favor and the motion carried.**

New Business

C. Mason recommended forming a programming committee to continue collaborative programming efforts like LGBTQIA+ Pride, Harriet Tubman Weekend, Holiday Traditions, etc. S. Muldoon and J. Kline expressed support. Commission agreed to include on September agenda for discussion.

Old Business

None to report.

Announcements

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

G. Sears requested anecdotal feedback for next year's WRVO summer destinations radio advertising.

B. Louis asked Commission members to submit events to the Cayuga County Chamber of Commerce community calendar via admin@cayugacountychamber.com for inclusion and social media sharing.

A. Daddabbo shared Auburn Public Theater is programming monthly drag shows and hosting Italian Comedy Festival.

B. Chabot stated Seward House Museum hiring Director of Development.

M. Welych announced Schweinfurth Art Center Quilting By The Lake events at Onondaga Community College 7/14/19 – 7/26/19.

K. Szewczyk announced the Harriet Tubman homesite will host first annual naturalization ceremony at 11 a.m., 8/8/19.

K. Walker shared upcoming events including 9/22/19 concert featuring Latin guitarist, 9/29/19 Fort Hill Cemetery Tour, and 10/3/19 Chef's Night. Willard Chapel received visitors due to CNY Central news piece. Noted bus tours down with seven in June and one in July. Announced opening an hour earlier on Tuesdays to accommodate visitation.

S. Muldoon announced recruitment of Genesee Elementary students as Harriet Singers to perform at events. Noted Auburn A-Z History's Hometown book will contribute 50 percent proceeds to Passport to History program.

C. Taylor announced that Schine's Theater construction is set to begin in August.

M. Alberici shared that her granddaughter is enjoying the 'Hands-On History!' camp.

C. Mason announced installation of partner site floor banners at ERHC. Noted sites needing municipal resolution or letter from City for CFA application should submit information by 7/12/19.

TGW Studio Marketing Presentation

G. Thomas reported Pride promotional efforts from digital perspectives were successful. Next steps are developing ERHC brand (website, logo); brand awareness (foot, digital traffic drivers); collective crossover with sites. G. Thomas requested point of contact for each respective site and plan to establish member content submission process. G. Thomas delivering marketing plan draft to C. Mason and C. Kasper. TGW Studio will present approved branding at future meeting. C. Mason announced unveiling ERHC branding/website prior to New York State Tourism Industry Association September meeting in Auburn. C. Mason requested letters of support from partner sites by July's end for Market New York –Tourism Grant Program, Round 9, noting that a strategy is in place with TGW if next two rounds of funding are not awarded.

Adjournment

A. Daddabbo adjourned the meeting at 9:58 a.m. A motion was made by J. Kline and seconded. **All were in favor and the motion carried.**

The next Commission meeting will be held at 9:00 a.m. on 9/12/19 at Schweinfurth Art Center.

Minutes by Courtney Kasper