

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from May 13, 2020 via Zoom

Present: J. Kline, A. DeKoter, C. Kasper, K. Wise Gosch, K. Kuhl, C. Mason, J. Giannettino, A. Daddabbo, D. Gottschalk-Fielding, K. Szewcyk, C. Taylor, B. Chabot, M. Alberici, R. Bradley, J. Waller, D. Lamb

Excused: S. Muldoon, Rev. P. Carter, L. Carr, D. Stankus, K. Walker, A. Saret, S. Kline, K. Hill

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on May 13, 2020, at 9:00 a.m. by K. Wise Gosch.

Approval of Minutes

K. Wise Gosch asked for a motion to accept the 5/13/2020 minutes as submitted, and the motion was made by J. Kline and seconded by J. Giannettino. **All were in favor and the motion carried.**

Finance Report

C. Kasper presented the Finance Report. K. Wise Gosch asked for a motion to accept the finance report as submitted, and the motion was made by R. Bradley and seconded by A. Daddabbo. **All were in favor and the motion carried.**

Committee Reports

Site Directors' written reports were included in the packet.

Marketing

C. Kasper reported that the marketing campaign with TGW has been put on hold until June 1, 2020, due to COVID-19 pandemic. C. Kasper and C. Mason have a call with TGW on 5/27/2020 to revisit the campaign. C. Mason noted that the money for the first year Market NY grant needs to be spent by December 31, 2020, as the State has not adjusted the timeline as of yet. K. Kuhl noted that I LOVE NEW YORK is not authorizing funding at this time, especially for anything that markets movement of visitors. The tourism office is promoting pride in residence to spur resident support and are gearing up winter season campaigns.

Programming

C. Kasper reminded all Directors to please send in special project funding invoices for the 2019-2020 fiscal year by June 30, 2020. C. Kasper noted that Auburn NY Pride 2020 events will now be moved to virtual and digital platforms or in a way that allows safe social distancing and reviewed ideas shared for such events. A separate planning meeting will be scheduled for Pride.

New Business

Following the conclusion of the May meeting, Commission members voted electronically to create an ad hoc COVID-19 Safety Committee led by Seward House Museum Facilities Manager Mitchell Maniccia. (Thank you!)

Old Business

Site directors and partners continued the discussion on local tourism coping with COVID-19 and future outlook. C. Kasper opened up the discussion asking for sites to comment on the creation of reopening plans. B. Chabot asked if the Commission members are interested in forming a committee and creating any cost-sharing efforts. Seward House Museum Facilities Manager Mitchell Maniccia has offered to be the leader of this project. Site Directors agreed to schedule a separate meeting for the ad hoc safety committee. C. Mason confirmed that 2019-2020 fiscal year special

project funding could be used toward the purchase of PPE and noted that CDBG public hearings made aware the need for small business, nonprofit, and tourism to receive reopening assistance. Discussion was had regarding available grants. Discussed virtual programming numbers (Seward House Museum saw an increase of 30% in social viewership; Cayuga Museum had a one-day web traffic report of 200 views and engagement increase). Discussion on how to monetize digital programming and continue moving forward with such programming for accessibility.

Announcements

Commission members shared news.

R. Bradley announced that she has been asked to participate in an information gathering session with the Finger Lakes Tourism Alliance and the National Park Service initiative to designate the entire Finger Lakes region as a national historic heritage area. The National Association of Historians are encouraging everyone to document what is happening right now because 50 years from now people will want to know what happened during COVID. "Don't forget your future and document your present."

K. Wise Gosch announced that the Cayuga Museum put up a link on the website to collect stories from people sharing materials and documenting this time in Cayuga County.

K. Szewcyk announced that the Hands-On History Camp will be one virtual session this summer, July 20-24, in partnership with Seymour Library, Cayuga Museum, Seward House Museum.

J. Kline shared that Let's Chalk About It Again was approved to take place at the ERHC on June 20 and that BID and City are brainstorming creative ways to safely hold outdoor events like a car parade for Founder's Day, etc.

D. Lamb shared that the Schweinfurth Art Center is installing a drive-by abstract art video projection on the outside of the building as part of international day of light where such art installations are happening around the world.

Adjournment

K. Wise Gosch adjourned the meeting at 10:05 a.m. A motion was made by R. Bradley 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 7/8/2020 via Zoom.

Minutes by Courtney Kasper