

## **AUBURN'S HISTORIC & CULTURAL SITES COMMISSION**

Meeting minutes from November 12, 2020 via Zoom

**Present:** J. Kline, C. Kasper, K. Wise Gosch, K. Kuhl, J. Giannettino, K. Szewcyk, B. Chabot, R. Bradley, C. Mason, D. Gottschalk-Fielding, J. Waller, C. Taylor, C. Eidel, A. Saret, G. Thomas (TGW Studio)

**Excused:** S. Muldoon, Rev. P. Carter, L. Carr, D. Stankus, K. Walker, S. Kline, K. Hill, J. Armstrong, D. Lamb, A. Daddabbo, M. Alberici

### **Call to Order**

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on November 12, 2020, at 9:03 a.m. by K. Wise Gosch.

### **Special Presentation**

Gavin Thomas of TGW Studio presented an update and overview on Year 1 Market NY campaign that is set to end 12/31/2020. Before the COVID-19 pandemic, he noted that the campaign goal was to drive foot traffic to Auburn and its sites, noting that all paid and organic social media did well. However, goals were shifted to focus on brand awareness, using organic social media and creative design work to elevate the brand and build awareness and loyalty prior to sites reopening. End-of-year reporting will be shared once the campaign wraps up.

### **Approval of Minutes**

K. Wise Gosch asked for a motion to accept the 9/9/2020 minutes as submitted, and the motion was made by J. Kline and seconded by R. Bradley. **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 J. Kline and seconded by B. Chabot. K. Wise Gosch asked for a motion to amend the budget to move brochure distribution to advertising as recommended by the Marketing Committee, and the motion was made by J. Giannettino and second by R. Bradley. **All were in favor and the motion carried.**

### **Committee Reports**

Site Directors' written reports were included in the packet.

### **Marketing**

J. Kline recapped the Marketing Committee meeting in addition to the meeting minutes included in the packet, noting that the focus is on digital through the year-end and then getting the RFP out for Year 2 Market NY in early 2021. The group will reconvene to discuss digital and creating a Visit Auburn collateral print piece.

### **COVID-19 Safety**

Discussion was continued regarding shared lessons learned and concerns from each site on reopening, visitor guidelines and reservation processes, especially as travel guidelines change. Several sites reported an uptick during the season of visitors from nearby states as opposed to local-only traffic.

### **New Business**

None.

## Old Business

None.

## Announcements

Commission members shared news.

K. Szewcyk shared that the new permanent superintendent for Women's Rights and Harriet Tubman NPS has been selected, Ahna Wilson.

K. Kuhl shared that the Where Brave Women Winter three-county campaign will be restarting this season with a focus on supporting small women-owned businesses on the pillars of the historical product.

R. Bradley announced that the first marker for the Women's Suffrage Trail has been installed in Union Springs to honor Zobia Alleman. <https://ncwhs.org/trail/nvwt-marker-installed-in-union-springs-ny-for-zobia-alleman/>

C. Eidel asked Commission members and partners to send announcements, updates, graphics, etc. to [carey@auburnpublictheater.org](mailto:carey@auburnpublictheater.org) to run on a digital screen in Café 108.

## Adjournment

K. Wise Gosch adjourned the meeting at 9:52 a.m. A motion was made by J. Kline and seconded by R. Bradley. **All were in favor and the motion carried.**

The next Commission meeting will be held at 9:00 a.m. on Thursday 1/13/2021 via Zoom.

Minutes by Courtney Kasper