

**AUBURN'S HISTORIC & CULTURAL SITES COMMISSION**  
**Meeting minutes from September 12, 2019 at the Schweinfurth Art Center**

**Present:** M. Alberici, R. Bradley, B. Chabot, A. Daddabbo, J. Giannettino, J. Kline, K. Kuhl, D. Lamb, S. Muldoon, D. Stankus, K. Wise, C. Mason, K. Szewczyk, M. Welych and TGW Studio staff

**Call to Order/ Adjournment**

The bi-monthly meeting was called to order at 9:03 a.m. The next Commission meeting will be held at the Cayuga County Chamber of Commerce on November 13 at 9 a.m. The meeting was adjourned at 11 a.m.

**Approval of Minutes**

J. Kline made a motion to accept the 7/10/19 minutes as submitted, and the motion was seconded by A. Daddabbo. All were in favor and the motion carried.

**Finance Report**

In the packet there were copies of the July 2019 – June 2020 Budget, and the Commission's Profit & Loss Budget vs. Actual July 2019 – June 2019. All bills have been paid through the last fiscal year. In C. Kasper absence, there was no official Finance Report to vote on. C. Mason said they will be applying for round 2 of the Market NY Funding through the CFA. They should hear word in December.

**Committee Reports**

Submitted site director reports were emailed in advance of the meeting.

**Marketing**

J. Kline shared that the PHG campaign is performing very well; their last report was circulated electronically. The committee agreed to table committing the \$13,000 advertising budget for the PHG campaign, so it can potentially be re-allocated for work with TGW Studio. PHG will present their final report at the November 13 Commission meeting. We have renewed the Visit Rochester (\$200) and Finger Lakes Tourism Alliance (\$1,340) memberships.

**New Business**

Holiday Traditions is set for December 8, 2019, please send your info into to C. Kasper, and First Friday will happen as planned December 6, 2019.

Glenda Neff presented information on the Hear Us Roar 2020 Women's Suffrage Centennial Calendar. Sites can wholesale them at retail prices to raise funds. G. Neff will even deliver if orders are placed before the deadline. The calendar artwork is original and it's published by Syracuse Cultural Workers.

**Old Business**

**Programming Committee**

J. Kline said we'd like to form a committee with the site directors to discuss future collaborative programming opportunities. These would include events like Path through History weekend (October), Harriet Tubman weekend (March 7-9, 2020), Auburn NY Pride 2020 (June 2020 weekly events and June 27 rally), and the 100<sup>th</sup> Anniversary of Women's Suffrage (2020). A meeting is being scheduled by D. Lamb. Members will include B. Chabot, K. Kuhl, A. Daddabbo, K. Wise, C. Mason, K. Szewczyk, S. DeVito, J. Kline, C. Kasper, K. Walker and D. Lamb.

**TGW Studio ERHC Branding Presentation**

TGW staff presented the ERHC logo and brand assets they created. The commission was in full support. Members specifically commented on the strong logo & concept or tag, custom font, and how the palette colors complimented their brands as well. The official roll out will coincide with NYSTIA conference September 25 – 27, 2019. Please attend the public brand presentation at the ERHC on 9/25/19 at 9AM. Components will include the website, interior & exterior building signage, banners, apparel, partner window decals and more. Please send content to be shared by TGW to [content@tgwstudio.com](mailto:content@tgwstudio.com).

**Announcements**

S. Muldoon said the Harriet Tubman singers are participating in a parade in Rochester, and joining with Perform 4 Purpose on October 5<sup>th</sup> for the Downtown Market at ERHC. M. Alberici said Chef's Night is October 3, tickets are selling fast. D. Lamb said they are working on their HVAC system and will be closed January – March. Please view their exhibits after the meeting. M. Welych said they will be participating in National Museum Day 9/21/19 with music and a vocal workshop. They will also soon offer a creative digital photography workshop with Chris Molloy.

J. Kline said BID is selling tickets to Gobble 'n Go on October 19<sup>th</sup> from 1 – 6PM, 17 venues are onboard, with a closing dinner buffet party at the Knights of Columbus. K. Wise said the museum is hosting a Power of Protest film series, and Emerging Artist series continues with openings the third Thursday of the month. Next round, they will be partnering with Schweinfurth so work can be shown at both venues. B. Chabot said activities are outlined in her report. A reporter from NPR All Things Considered is doing a media roundtable in November. Also, their youth camp won a State award.

R. Bradley said they are helping organize a reception October 5<sup>th</sup> at the Ward O'Hara Agricultural Museum to celebrate the anniversary of the NYS Historian's Law. All the County historians are invited and elected officials. K. Kuhl said they are gearing up for the NYSTIA conference, attendees are tourism reps from all over the State, they will be touring many sites, and it is wise to align the branding event during this timeframe for added exposure.

Minutes by Jesse Kline