

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from March 11, 2020 at Cayuga Museum Carriage House Theater

Present: R. Bradley, J. Kline, A. DeKoter, C. Kasper, K. Wise Gosch, K. Kuhl, C. Mason, A. Saret, J. Giannettino, J. Armstrong, D. Gottschalk-Fielding, K. Szewcyk, S. Kline, D. Stankus, C. Taylor, K. Walker, G. Starks, S. Fischer

Excused: B. Chabot, M. Alberici, D. Lamb, S. Muldoon, Rev. P. Carter, L. Carr

Absent: A. Daddabbo,

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on March 11, 2020, at 9:02 a.m. by K. Wise Gosch. Members made introductions. K. Szewcyk read the mission.

Approval of Minutes

K. Wise Gosch asked for a motion to accept the 1/8/2020 minutes as submitted, and the motion was made by D. Stankus and seconded by J. Kline. **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. Giannettino and seconded by J. Armstrong. **All were in favor and the motion carried.**

Committee Reports

Site Directors' written reports were included in the packet.

Marketing

C. Mason announced that round 2 of the Market NY Funding through the CFA was awarded on December 18 and revisited the round 1 media spend and plan with TGW Studio for the remainder of year 1 from January through September 2020 and then year 2 is September 2020 through fall 2021, adding that the campaign has remained dark during the winter months and will ramp up with a full blown digital campaign in the next month. By the beginning of April we will know if we are able to extend the contract with TGW or if we need to complete RFP process. C. Mason noted that it would be approximately a \$400K campaign over a three- to four-year period. Applying for round 3 will take place this June. K. Kuhl shared that the campaign is very impressive.

Programming

C. Kasper thanked the Commission for its participation in a fantastic weekend of events and reported on feedback from Harriet Tubman Weekend March 6–8, 2020 from the ERHC, Seward House Museum, Auburn Public Theater, Hilton Garden Inn and asked site representatives present at the meeting to share feedback. K. Wise Gosch shared that the Cayuga Museum had an attendance of 70 for First Friday and 40 for Saturday evening's performance. K. Wise Gosch shared meeting a young couple from Corning who stayed the weekend in Auburn to partake in HTW activities and were particularly interested in seeing the Case Research Lab. K. Szewcyk had 6 visitors for First Friday that were all local and wanted to engage in long conversation about Harriet Tubman; Saturday tabling at the ERHC was successful with many visitors stopping by; and Sunday had an attendance of 150. S. Fischer reported that 65 people that were non regulars attended the Sunday Gospel Music Workshop at Willard Chapel. K. Kuhl shared that the HTW promotion that the Tourism office conducted performed well. In an effort to keep this an annual event, planning for Harriet Tubman Weekend 2021 should be discussed soon.

Future Events

C. Kasper mentioned other future collaborative city-wide events for members to keep in mind when programming, including upcoming Auburn NY Pride and Holiday Traditions. a follow-up programming committee meeting will be scheduled. C. Kasper shared the lineup of events discussed for Pride, including the Saturday, June 27 Rainbow Rally at the ERHC. A Facebook post and event Save the Date were set to go live on March 11 and the auburnnypride.com website will be updated once all events are confirmed. C. Mason noted that Market NY funding will be applied to help market Auburn NY Pride. Members were asked to notify C. Kasper of Pride programming participation by April 20, 2020. A meeting will be scheduled to discuss Pride and C. Kasper emailed the draft lineup of events to the Commission following the March 11 meeting. Holiday Traditions is set for Sunday, December 13, 2020. C. Kasper noted the need to announce earlier and put more marketing effort into promoting this event this year.

Special Projects Funding

C. Mason explained that the special projects funding for the Commission will now be allocated through the Office of the City Clerk instead of through Willard Memorial Chapel Community Preservation Committee as was established with the Cayuga County Office of Tourism administered the Commission. C. Mason reported that the purchase orders have been opened for the sites receiving the \$1,057.00 for the 2019-2020 fiscal year; checks should be ready by early April. Sites are asked to submit a record invoice report to C. Kasper noting the programming, attendance, etc. that the special project funding was spent toward. Sites are asked to use the Commission funding for programming needs ie. entertainment, artists, speakers, etc. for First Fridays, Harriet Tubman Weekend, Pride and Holiday Traditions events rather than using the special project monies on food and refreshments. C. Kasper mentioned that sites should apply for the Wegmans donation request for a gift card that can be used for programming food and beverage needs.

New Business

C. Kasper inquired if any sites have been affected by COVID19 and are making preparations to handle the potential effect on local tourism. S. Fischer reported that the Hospice thrift shop in Willard Memorial Chapel is closed until April. J. Armstrong reported that they have seen a downtick in people visiting the Historian's office due to the age group of the typical visitors. K. Kuhl encouraged sites to promote our area as a rural, open air destination that offer smaller group tours and gatherings especially for the summertime, while noting that research, etc. is being conducted to combat the impending downturn in bus tour groups.

Old Business

C. Kasper noted that the updated Historic and Cultural Sites Commission City Code was first read at City Council on January 23 and voted on and approved February 6, 2020. Site directors and members received a digital copy of the City Code in the March meeting packet.

Announcements

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

K. Wise Gosch announced that the Cayuga Museum is now open and will be offering tours of the Case Research Lab every hour on the half hour. New exhibits include Explore Your History, Twisted Threads of Gold and Steel and Inventing the 20's and the upcoming program Palette Series: The Art, Science, and History of Color. K. Wise Gosch noted that the DRI project is moving forward.

K. Szewcyk announced that the Hands-On History Camp is being expanded to two sessions this summer, July 20-24 and August 17-21 in partnership with Seymour Library, Cayuga Museum, Seward House Museum. Juneteenth is still in planning stages. Harriet Tubman Pilgrimage is scheduled to happen at the end of May. August 13 is the naturalization ceremony. A. DeKoter added that Parker Street construction should begin this fall. Sen. K. Gillibrand and other members

of the National Women's Suffrage Commission will be attending the Friday – Saturday 7/17 and 7/18 Convention Days in Seneca Falls and staying at the Hilton Garden Inn Auburn and plan to visit the Harriet Tubman Home, etc.

K. Kuhl shared that the Cayuga County Office of Tourism's eLearning program now includes a module on LGBTQ sensitivity and announced that the Office of Tourism is celebrating its 25th Anniversary with an event at the ERHC on Wed. May 6.

A. Saret noted that the Business After Five at Del Lago is still scheduled for Thursday, March 12 in partnership with Skaneateles and Seneca Chambers.

D. Gottschalk-Fielding announced that the 2020 Cayuga County History Symposium, "Continuing the Conversation," is scheduled for April 21 at the Frontenac Museum.

C. Kasper shared that vendor applications are open for the Downtown Auburn Saturday Market. This year's season runs from June 20 – September 5, 2020 (except July 4) from 9am to 2pm. Applications can be found online or available at the Heritage Center.

C. Taylor shared that the Schines Theater secured a masonry contract and the plans are to work on updated the exterior of the building first, which will hopefully begin this spring.

Adjournment

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

The next Commission meeting will be held at 9:00 a.m. on 5/13/2020 at Auburn Public Theater.

Minutes by Courtney Kasper