

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from January 9 at Stardust Foundation Conference Room

Present: M. Alberici, P. Carter, B. Chabot, L. Frank, A. Fuller, D. Lamb, E. McHugh, S. Muldoon, C. Reilley, M. Vanek

Excused: D. Stankus, K. Walker

Absent: J. Camardo, J. Loperfido

Guests: Lauren Chyle

M. Alberici welcomed the County Historian, Linda Frank. L. Frank apologized that she was unable to attend most meetings as she teaches a class on Wednesdays. M. Alberici also welcomed Brian Schey, who will be sitting on the Commission representing APT. He was recently hired as an Administrative Assistant for APT.

Approval of the Minutes

M. Vanek read the Commission's mission and vision statements. P. Carter made a motion to accept the 11/14/12 minutes as submitted. The motion was seconded by C. Reilley. **All were in favor and the motion carried.**

Approval of the Treasurer's Report

B. Murdoch reported on expenses since 11/14/12. D. Lamb made a motion to accept the Treasurer's Report. The motion was seconded by S. Muldoon. **All were in favor and the motion carried.**

Site Directors

D. Lamb stated that attendance was down at this year's Holiday Traditions event. Some felt it was due to the First Friday Events, where we may be pulling from the same audience. The site directors want Holiday Traditions to be kept a community event vs. a tourism event.

B. Murdoch mentioned that the banner was in poor shape. Some did not feel it was effective to spend a large amount of money to replace it. Discussion will continue as the year progresses on our strategy to promote the event for 2013. Everyone was very pleased with the attendance for the "First Friday" events in 2012. E. McHugh mentioned that they have started a monthly "Final Friday" event hosting a live concert at Theater Mack. Over 100 people attended the event in December. The Museum will host this event throughout the year.

Marketing Committee

M. Vanek stated inquiry numbers were low which was typical for this time of the year as no ads are running. The next initiative will be the Meredith Buy which generates many inquiries.

Community Outreach

B. Murdoch said that the new brochures have been printed. Please let her know if anyone needs a supply. M. Alberici was pleased to announce that A. Fuller, and John Kingsley from the Seward House, will be partnering to administer the 2013 Passport to History Program. They plan to roll out the program to the schools in mid-February. Their goal is to make it fun, get the students excited, and make the community aware that it is happening. Schools will track their progress, and the class with the highest participation percentage in each school, will be treated to a pizza party. M. Alberici reminded everyone that the Schine Theater will no longer be included as there is no one there to greet the students. Seymour Library has been added in the passport booklet. B. Murdoch said that new passport books will be printed by the first part of February.

Unfinished Business

M. Alberici announced that all the historical information on Fort Hill Cemetery for the podcast project will be received by March 1st. It is her hope that the project will be ready for the summer tourist season.

New Business

Per the nominating committee, K. Walker nominated M. Alberici for the position of Chairperson for 2013, and Rev. P. Carter for Vice-Chairperson. Motion was made by E. McHugh and seconded by M. Vanek to re-elect M. Alberici as Commission Chairperson, and Rev. P. Carter as Vice-Chairperson. **All were in favor and the motion carried.**

Lauren Chyle spoke to Commission members on Governor Cuomo's "Path through History" initiative. L. Chyle co-chairs the committee for our region. On January 14th, there will be a public meeting that will update attendees on the Regional Economic Development Council awards and the Path through History initiative. Attendees are invited to offer comments on the plan being developed by the Central New York regional workgroup. Some suggestions are to install kiosks in major tourism areas, such as Destiny USA, creating mobile applications that highlight our attractions, and media placements. The signage phase is moving forward, but all the details are unclear at this time.

Announcements

Rev. P. Carter mentioned the 38th annual Citywide Celebration of the Rev. Dr. Martin Luther King Jr. will take place at 4pm on 1/20 at the Apostolic Church of the Lord Jesus Christ.

M. Alberici reminded everyone to visit the new web site created on the Osborne Library - <http://osbornelibrary.com/home>.

E. McHugh has hired a new person on a contract basis, to promote the rental of Theater Mack and to create programming for the facility.

M. Vanek spoke of the Wayfinding Plan Project that is moving forward. A plan will be developed to get visitors from community to community. Within 6 months, a firm plan should be in place.

C. Reilley said the WinterFest committee has been meeting to firm up event details and locations. More information would be coming out soon. It will be held from 5-8pm on 3/1/13.

L. Frank said the County Historian's Office has moved to 10 Court St., in the former Board of Elections spot. They are typically closed on Wednesdays, and may do so in the summer as well.

A. Fuller said that the Chamber of Commerce will sponsor the "Economic Forecast Luncheon" to be held on 1/31/13 from noon till 2pm.

M. Alberici reported that there will be a Sunday Tiffany series concert on 1/27/13 featuring Cristofe Chabot. Chef's night is 2/7/13. They are in the process of finalizing the concert schedule for the year. M. Alberici was happy to say they have started restoration on one of the corner walls of the Chapel. When that process is complete, it will be copied throughout the rest of the chapel.

D. Lamb said the 2012 Quilts=Art=Quilts has closed. They are in the process of setting up the next exhibition, Both Ends of the Rainbow.

B. Chabot announced that the Seward House Museum will be closed in January and only open for group tours in February.

S. Muldoon shared a video highlighting the efforts of her Partnership for Results students. The video was well done!

A motion was made to adjourn the meeting at 10:30 a.m. by A. Fuller. The motion was seconded by M. Vanek. **The next Commission meeting will be held at the Stardust Foundation Conference Room on 3/13/13.**

Recorded by Barbara Murdoch