

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from January 8, 2014 at Stardust Foundation Conference Room

Present: M. Alberici, R. Carrozziere, P. Carter, B. Chabot, A. Fuller, D. Lamb, E. McHugh, C. Reilley, D. Stankus, M. Vanek, K. Walker

Excused: L. Frank, J. Loperfido, S. Muldoon

Absent: J. Camardo

Guests: Rob Forcey, Kirsten Wise

M. Alberici welcomed and introduced Rachel Carrozziere from Auburn Public Theater. She will now sit on the Commission.

Approval of the Minutes

D. Lamb read the Commission's mission and vision statements. C. Reilley made a motion to accept the 11/13/13 minutes as submitted. The motion was seconded by P. Carter. **All were in favor and the motion carried.**

Approval of the Treasurer's Report

B. Murdoch reported on expenses since 7/1/13. A. Fuller made a motion to accept the Treasurer's Report. The motion was seconded by D. Stankus. **All were in favor and the motion carried.**

Site Directors

Holiday Tradition's attendance numbers were slightly down from past years. It may be attributed to visitors attending First Friday Events. The First Friday Events are going well, and attendance numbers vary each month. All agreed they are great and will continue to hold them. K. Walker will take over handling and reimbursing the allotted monies for First Fridays. Thanks to E. McHugh for doing the administrative work for the past couple of years.

Marketing Committee

M. Vanek reported on the marketing efforts to date. Inquiry leads will be drastically reduced in 2014, as we are not purchasing the Meredith Buy. However, the Cayuga County Tourism Office will purchase the Meredith Buy, so the Sites will still have exposure. The difference will be the visitor will receive the Cayuga County Visitor's Guide as opposed to the Auburn's History Hometown Brochure.

Rob Forcey, the new Publisher of The Citizen, conveyed the results of the recent facebook campaign he did for Holiday Traditions. His company has entered into an agreement with Facebook to do ads. He is willing to place and monitor the ads for a fee of approximately \$100/month. M. Vanek will assemble a Marketing Committee meeting and discuss the initiative.

Community Outreach – No report

Unfinished Business

M. Alberici stated that the Podcast initiative is moving forward and should be completed by early spring.

M. Alberici thanked those that had submitted articles for The Citizen. Deirdre Aureden did an excellent article that appeared in December. Future submissions will be Rev. Carter, who will write about the activities that honored Harriet Tubman during her 100th anniversary year in January, A. Fuller will submit a column on the Passport to History Program for February, and B. Chabot will report on Woman's History for March.

New Business

Per the nominating committee, C. Reilley nominated M. Alberici for the position of Chairperson for 2014, and Rev. P. Carter for Vice-Chairperson. Motion was made by A. Fuller and seconded by K. Walker to re-elect M. Alberici as Commission Chairperson, and Rev. P. Carter as Vice-Chairperson. **All were in favor and the motion carried.**

Announcements

Commission members shared event information at their sites.

A motion was made to adjourn the meeting at 10:52 a.m. by A. Fuller. The motion was seconded by Rev. P. Carter. **The next Commission meeting will be held on 3/12/14 at Stardust Conference Room.**

Recorded by Barbara Murdoch