

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from March 12, 2014 at Stardust Foundation Conference Room

Present: M. Alberici, J. Camardo, B. Chabot, A. Fuller, C. Reilley, M. Vanek

Excused: R. Carrozziere, P. Carter, D. Lamb, E. McHugh, L. Frank, J. Loperfido, S. Muldoon, D. Stankus, K. Walker

Absent:

Guests:

Approval of the Minutes

M. Vanek read the Commission's mission and vision statements. C. Reilley made a motion to accept the 1/8/14 minutes as submitted. The motion was seconded by B. Chabot. **All were in favor and the motion carried.**

Approval of the Treasurer's Report

B. Murdoch reported on expenses since 1/8/14. A. Fuller made a motion to accept the Treasurer's Report. The motion was seconded by B. Chabot. **All were in favor and the motion carried.**

Site Directors – No report

Marketing Committee

M. Vanek reported on recent and upcoming marketing efforts. Inquiry leads will be drastically reduced in 2013/2014, as we are not purchasing the Meredith Buy and print ads are not running yet.

M. Vanek stated that the Marketing Committee met, and designated uncommitted funds that remained in the advertising budget.

- \$1000 for either print or video – B. Murdoch will contact ARMA to explore opportunities
- \$500 for Facebook advertising – B. Murdoch will work with Sarah Dunham from The Citizen who will handle the campaign
- \$750 to extend the Summer Destinations Campaign on WRVO - now 5/12/14 – 8/31/14
- \$400 – mentions on the “Discover the Finger Lakes” segment on SAVOR Life radio station and website for 10 weeks reaching out to the Rochester area. This will be starting mid-late March.

M. Vanek also mentioned the great editorial placement in the New York Times we received through the efforts of our NYC PR firm Quinn & Co. The Harriet Tubman Home and the Seward House Museum were mentioned in a piece on “A Finger Lakes Women's History Focus”.

C. Reilley spoke of an opportunity through The Auburn Shopper, formerly The Pennysaver, where for \$250 for 6 months, our information would appear, and link to our web site and facebook page.

M. Alberici spoke to Steve Gage about doing a history show through ARMA. There will be a “Porch Talk” segment as well, that might be a great fit for us. B. Murdoch will contact Steve to set up a meeting to discuss opportunities.

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. B. Chabot will report on Woman’s History for March. B. Murdoch will contact Rev. Carter, to see if he can write about the Annual Pilgrimage hosted by the Harriet Tubman Home for May. A. Fuller will see if she can get a reminder in about the Passport to History program that ends after the April school break.

New Business – No report

Announcements

Commission members shared event information at their sites.

A motion was made to adjourn the meeting at 10:50 a.m. by A. Fuller. The motion was seconded by B. Chabot. **The next Commission meeting will be held on 5/14/14 at Willard Memorial Chapel.**

Recorded by Barbara Murdoch