

# AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from September 14, 2016, Schweinfurth Art Center

**Present:** M. Alberici, B. Chabot, J. Giannettino, J. Kline, D. Lamb, E. McHugh, S. Muldoon, D. Stankus, M. Vanek, K. Walker

**Excused:** A. Daddabbo, J. Loperfido

**Absent:** Rev. P. Carter, L. Frank

**Guests:** Chuck Mason – City Hall, Bergmann Associates

## **Approval of the Minutes**

J. Kline read the Commission's mission and vision statements. E. McHugh made a motion to accept the revised 7/13/16 minutes as submitted and the motion was seconded. **All were in favor and the motion carried.**

## **Approval of the Treasurer's Report**

B. Chabot made a motion to accept the treasurer's report as submitted and the motion was seconded. **All were in favor and the motion carried.**

## **Site Directors**

D. Lamb spoke on behalf of the site directors. At their last meeting they talked about changes that were needed and the marketing strategy. They agreed several aspects need to be reevaluated. They would like to consult with a social media professional. They are also looking to restructure the budget. They are considering the new Art & Culture plan and questioning roles and the relationship with the City of Auburn. They would also like to review the bylaws at the November 9, 2016 meeting and revisit the Committees and Chairs. G. Sears agreed to email the bylaws and committee structure to all of the Commission members and put the review on the November meeting agenda.

## **Marketing Committee**

M. Vanek reported on the inquiry sheet provided in the packet, noting the larger inquiry figures are from print publications. She touched on the changing museum-going demographic and relayed details presented by Jeff Ludwig, Education Director at Seward House Museum, at the Tourism Board Meeting on 9/13/16. He presented information about a group called Museum Hack, which offers ideas to revamp a museum's approach to attract Millennials. The concepts have also proven appealing to Baby Boomers and Generation X. On October 18 from 9:00 – 10:30 AM at the Holiday Inn in Auburn, Museum Hack will offer a presentation. Auburn's Historic and Cultural Sites Commission members are welcome to attend for a \$10 charge.

B. Chabot elaborated details about the new tour style which has proven successful at the MET and in Washington D.C.

C. Mason talked to Pinckney Hugo, who is interested in meeting with the Historic and Cultural Sites Commission and/or the Marketing Committee. The Commission members agreed an open invitation to all members is the best plan. C. Mason will arrange possible meeting dates and suggested the meeting

may be best held at the Cayuga County Chamber of Commerce in their media room, if available. Pinckney Hugo would present the services their agency could provide including but not limited to digital marketing. A formal proposal may follow. He recommends the Commission approach the City of Auburn with a plan to expand the budget to incorporate all of these growth options based on research done and presented.

E. McHugh recommends the Commission should consider hiring an individual or a firm or a combination of both to handle the digital marketing options, and that proposals should be sought from at least two firms for comparison.

J. Giannetino informed the Commission that he presents information from our meetings the following Thursdays to City Council.

M. Vanek recommends metrics are requested from Pinckney Hugo. She suggested a blend of both marketing options would be complementary.

B. Chabot shared information about a digital marketing workshop being offered for free to Cayuga County Chamber members. It will be held at Highland Golf Course on 9/29/16 from 10:00 AM – 3:00 PM.

### **Passport to History Program**

S. Muldoon gave an update regarding the Passport to History program. She confirmed that all of the changes have been submitted by the site directors. The program was slated to kick off on October 15, however some of the teachers have scheduled field trips on October 13, so the passports will need to be completed by October 11. The program will continue through the students' Christmas break. She showed some visuals to represent images that can be included on the t-shirts as prizes. They will feature the name of each site on the back with the History's Hometown logo on the front. All eight of the eight sites must be visited in order to be eligible in the drawing for a t-shirt. M. Vanek asked if the History's Hometown website can be included on the front beneath the logo and S. Muldoon agreed that would be a good choice. Some other prizes may include logo items such as magnets, etc. A designated Saturday during the program can be agreed upon by the sites where all the places will be open to host students and their families who are otherwise unable to visit during the week. E. McHugh suggested refreshments can be offered. The guidelines will be provided for the families. An historic presentation is in the planning stage with details to come.

M. Alberici requested an answer sheet be provided for the teachers per their request.

### **Executive**

The Executive Committee has nothing to report.

### **Finance**

G. Sears presented the 2016-17 draft budget and revised budget on behalf of the Finance Committee. J. Kline made a motion to accept the revised budget as submitted and the motion was seconded. **All were in favor and the motion carried.**

### **Unfinished Business**

None.

## **New Business**

Renee, Kimberly and Mark presented information on behalf of Bergmann Associates about the Public Art being developed for the City of Auburn. They explained the Auburn SPARKS initiative to revitalize the City's downtown core and Owasco River corridor. They are looking at establishing a focused art district, though the physical boundary hasn't been defined. The City of Auburn is seeking a process to approve public art. Bergmann Associates will develop a framework by the end of 2016. Permission for public or private property is a topic to be discussed at the first committee meeting. They are seeking theme based ideas such as an art walk, like the mosaic light poles in Rochester. Their role is primarily for planning and development relating to the installations of public art.

D. Lamb inquired about creating an art district geographically and how to incorporate the district and public art together. She is interested in extending the downtown parameters for an expanded art district.

C. Mason relayed the role played by D. Lamb and Councilor Dia Carabajal to ignite these ideas. The SPARKS grant has enough money available in that budget to get the project started.

M. Vanek suggested seeking another grant to continue the project. Case studies should reflect the need to overlap cultural areas.

E. McHugh stressed a clear distinction between public art and the art district.

J. Kline asked who would be responsible for maintaining the public art and suggested a percentage should be allotted for that purpose. She stressed the value of incorporating the community which will encourage stewardship to reduce vandalism.

M. Alberici appointed D. Stankus as Chair of the Nominating Committee for 2017. K. Walker was appointed committee member.

## **Announcements**

Commission Members shared upcoming events at their sites.

D. Lamb announced the 10x10 Art event, an auction of donated art to support Schweinfurth Art Center, takes place on October 6.

M. Vanek announced the Canal Conference takes place on October 6 – 8.

E. McHugh announced a free opening reception will be held on September 15 from 6:00 – 8:00 PM at Cayuga Museum for the Haudenosaunee contemporary Iroquois Art exhibit.

M. Alberici announced Willard Chapel will host Chef's Night on October 6.

**The next Commission meeting will be held at 9:00 am on 11/9/16 at the Auburn Public Theater.**

A motion was made to adjourn the meeting by M. Vanek at 10:20 am and the motion was seconded.

Minutes by Gillian Sears