

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from March 8, 2017 at City Hall

Present: B. Chabot, A. Daddabbo, J. Giannettino, E. McHugh, D. Stankus, K. Tehan, M. Vanek

Excused: M. Alberici, Rev. P. Carter, S. Muldoon, K. Walker

Absent: L. Frank, J. Kline, S. Kline, D. Lamb, J. Loperfido

Guests: Chuck Mason – City Hall; Chuck Taylor – Auburn Arts Council; Kenneth Tanner – Auburn Arts Council; Amy Dolan – Willard Chapel

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on March 8, 2017 at 9:07 a.m. by the Chairperson, E. McHugh. Members and guests introduced themselves.

Approval of the Minutes

M. Vanek read the Commission's mission and vision statements. D. Stankus made a motion to accept the 1/11/17 minutes as submitted and the motion was seconded. **All were in favor and the motion carried.**

Approval of the Finance Report

M. Vanek made a motion to accept the finance report as submitted and the motion was seconded. **All were in favor and the motion carried.**

Site Directors

The Site Directors have not met since the last meeting so have nothing to report.

Marketing Committee

The Marketing Committee met on 2/23/17 to review marketing proposals from Pinckney Hugo and Lee Publications, which distributes The Citizen. E. McHugh stated the Marketing Committee recommends pursuing a relationship with Pinckney Hugo to provide digital marketing solutions. M. Vanek made a motion to move forward with Pinckney Hugo's digital proposal and the motion was seconded. **All were in favor and the motion carried.**

C. Mason has coordinated a meeting with Pinckney Hugo for 3/14/17 at 3:00 p.m. to be held at City Hall in the 1st floor meeting room to solidify the marketing plan process and services to be provided by Pinckney Hugo. All marketing personnel from each site are encouraged to attend the meeting.

M. Vanek suggested using a part of the fulfillment budget to place brochures in select info centers. Locations will be selected based on info centers which have proven successful for the tourism office. Funding would be utilized for information center distribution and shipping costs for boxes of brochures rather than individual pieces being mailed per inquiry requests, as was customary with magazine advertising. All members present were in agreement to move forward with information center contracts.

G. Sears reminded Commission members about the WRVO e-blast giveaway proposal that was approved at the 1/11/17 meeting and sought approval to move forward with a \$200 budget to acquire

accommodations. E. McHugh made a motion to approve the funding for the e-blast giveaway and the motion was seconded. **All were in favor and the motion carried.**

Passport to History Program

G. Sears reported on behalf of S. Muldoon. When asked whether site directors would prefer to hold the program in spring or fall, they unanimously chose spring. B. Chabot stated student participation was better when representatives introduced the program to students; she offered one of her staff members could reprise that role, and K. Tehan offered to present as well. When site directors were asked whether class field trips should be permitted or if students should visit sites only with their families, the group agreed a balanced blend of both is ideal.

New Business

The meeting locations for 2017 have been chosen. Thank you to K. Tehan for offering the Chamber of Commerce to host for November, the last remaining meeting in need of a location. Committees have been reviewed and updated. The committee list will be included in the May 2017 meeting packet.

Announcements

Commission members shared upcoming events at their sites.

J. Giannettino and C. Mason shared details about the Welcome Center.

E. McHugh announced the Cayuga Museum exhibits and elaborated details about a new Schweinfurth Art Center community art project.

K. Tehan announced details about the 2017-2018 Leadership Cayuga program fundraiser.

B. Chabot announced upcoming Seward House Museum programs and events surrounding the 150th Anniversary of the purchase of Alaska.

The next Commission meeting will be held at 9:00 a.m. on 5/10/17 at Schweinfurth Art Center.

A motion was made to adjourn the meeting by J. Giannettino at 10:27 a.m. and the motion was seconded.

Minutes by Gillian Sears