

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from January 10, 2018 at Memorial City Hall

Present: M. Alberici, R. Bradley, A. Daddabbo, J. Giannettino, J. Kline, S. Kline, D. Lamb, E. McHugh, D. Stankus, K. Tehan, M. Vanek, K. Walker

Excused: Rev. P. Carter, B. Chabot, S. Muldoon

Absent: E. Onori

Guests: Chuck Mason – Memorial City Hall; Reilly Lagerhausen – Seward House Museum; Chuck Taylor – Cayuga County Arts Council; Kirsten Wise – Cayuga Museum; Paula Kinev – Auburn Public Theater

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on January 10, 2018 at 9:00 a.m. by E. McHugh.

Approval of the Minutes

J. Kline made a motion to accept the 11/8/17 minutes as submitted and the motion was seconded. **All were in favor and the motion carried.**

Approval of the Finance Report

G. Sears presented details about the price increase for the 2018 New York Cultural Heritage Tourism Network membership dues. E. McHugh made a motion to discontinue membership for 2018 and the motion was seconded. **All were in favor and the motion carried.** G. Sears presented the Finance Report. E. McHugh 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

J. Kline stated the members of the Marketing Committee have been updated to include representatives who handle marketing at the sites. Committee members met on 12/6/17 and 1/9/18 to develop the 2018 digital marketing campaign with Pinckney Hugo Group. J. Kline made a motion to approve the 2018 digital marketing campaign with Pinckney Hugo Group with a budget amount of \$13,000 and the motion was seconded. **All were in favor and the motion carried.** The committee will meet again on 1/30/18. Sites are recommended to use Google Analytics to track success of the campaign.

New Business

A sign-up sheet for 2018 meeting locations was passed around. A. Daddabbo offered to host the September meeting at Auburn Public Theater, so now all meeting locations for 2018 have been determined.

A flyer for a December 2017 event, hosted by H&J Hospitality at the Emerson Park Pavilion was included in the packet. Gary Duckett, Parks & Trails Supervisor, has asked whether that event could be

included in Holiday Traditions 2018. Commission members agreed by consensus to offer the opportunity for H&J Hospitality to participate. G. Sears will reach out to Gary Duckett.

A. Daddabbo volunteered for the Commission chair position for 2018. J. Giannettino made a motion to appoint A. Daddabbo and the motion was seconded. **All were in favor and the motion carried.**

C. Mason announced the four members whose terms expired as of 12/31/17 would be reappointed for another 3-year term at the City Council meeting on 1/18/18. K. Walker made a motion to approve the reappointment of J. Kline, M. Alberici, S. Muldoon and D. Stankus and the motion was seconded. **All were in favor and the motion carried.**

Announcements

Commission members shared upcoming events at their sites.

Adjournment

Meeting was adjourned by E. McHugh and seconded at 10:11 a.m.

The next Commission meeting will be held at 9:00 a.m. on 3/14/18 at Cayuga Museum Carriage House Theater.

Minutes by Gillian Sears