

AUBURN'S HISTORIC & CULTURAL SITES COMMISSION

Meeting minutes from September 12, 2018 at Auburn Public Theater

Present: M. Alberici, R. Bradley, B. Chabot, A. Daddabbo, J. Giannettino, J. Kline, S. Kline, E. McHugh, K. Tehan,

Excused: Rev. P. Carter, S. Muldoon, D. Stankus, M. Vanek, K. Walker

Absent: D. Lamb, E. Onori

Guests: Maria Welych, Schweinfurth Art Center; Chuck Taylor, Cayuga County Arts Council; Chuck Mason, City of Auburn

Call to Order

The bimonthly meeting of Auburn's Historic and Cultural Sites Commission was called to order on September 12, 2018 at 9:05 a.m. by A. Daddabbo. A. Daddabbo read the mission statement.

Approval of the Minutes

M. Alberici made a motion to accept the 7/11/18 minutes as submitted and the motion was seconded. **All were in favor and the motion carried.**

Approval of the Finance Report

G. Sears presented the Finance Report. Discussion commenced regarding creating a digital letterhead with Coburn Design and the group agreed to pursue a quote. J. Kline 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

Site Directors' written reports were included in the packet.

M. Alberici reminded members that Chefs' Night takes place on October 4.

R. Bradley mentioned Cayuga County will be redesigning its website.

Marketing Committee

The July 2018 and August 2018 digital marketing reports for Facebook advertising by Pinckney Hugo Group are in the packet. J. Kline shared highlights, mentioning the event-themed ads performed the best.

C. Mason said the total number of Facebook followers is now up to 5,044 which is an increase of about 700 followers since this year's campaign began in June 2018.

Passport to History

G. Sears reported on details from the August 31, 2018 committee meeting, such as budget and fundraising totals, new passport design options, passports being held by sites rather than teachers, 4th grade versus 3rd or 2nd grade as participants, program duration and prizes. A. Daddabbo led discussion about field trip opportunities and sought site director perspectives. The next Passport to History committee meeting will take place on September 25, 2018 at 5:00 PM at Auburn Public Theater. All HCSC members and staff are welcome to attend.

New Business

Discussion about multiple-sites proficient volunteers was conducted. A. Daddabbo suggested a small group of volunteers could be cultivated to cross-promote each of the sites in a docent-like capacity. Offering High School or College credit could be an incentive for students.

C. Mason suggested the volunteers at the Equal Rights Heritage Center could be the beginning of such a program, as they will be promoting each of the sites.

J. Kline recommended the R.S.V.P. group be considered. An application form could be created.

B. Chabot stated the Seward House Museum volunteers participate in a special training program, which is conducted twice annually at the museum. A. Daddabbo suggested site directors could attend this training in order to use it as a model for developing a super volunteer training.

R. Bradley suggested a volunteer fair could be held to create a master list of volunteers.

Old Business

None to report

Announcements

Commission members shared upcoming events at their sites.

Discussion about the Downtown Revitalization Initiative (DRI), CNY Arts, and TBEX social media influencers was conducted.

Adjournment

A. Daddabbo adjourned the meeting at 10:13 a.m. A motion was made by J. Kline and seconded. **All were in favor and the motion carried.**

The next Commission meeting will be held at 9:00 a.m. on 11/14/18 at the Cayuga County Chamber of Commerce.

Minutes by Gillian Sears