

Cayuga County Convention & Visitors Bureau
Board of Directors Meeting Minutes
October 7, 2025
Grisamore Farms, Goose Rd. Locke NY

Present: Erin Katzker, Kate Grindstaff, Jacob Hamilton, Amber Gansert-Dagnesi, Kari Terwilliger, AnnaMarie Vukmanovich, Stephen Selvek, Diana Plue, Laura Hahn, Jackie Schnurr, Meg Goloub, Brian DiBernardo

Staff: Lynne Sweet, Noah Howard, Karen Kuhl, Dawn Lubaszewski, Courtney Kasper

Absent: Aileen McNabb-Coleman

Excused: Kristen Lunkenheimer-Slocum, Ahna Wilson, Doug Dello Stritto, Kate Pelkey, Mike Riley

Presiding Officer: E. Katzker

Secretary: A. Vukmanovich

The meeting was called to order at 4:14 pm by E. Katzker

I. Approval of Minutes

The September minutes were presented for approval.

A motion to approve the September Minutes was made by S. Selvek, seconded by J. Hamilton. All were in favor, and the motion was approved.

II. Treasurer's Report (A. Gansert-Dagnesi)

In D. Dello Stritto's absence, A. Gansert-Dagnesi gave the Treasurer's report. A. Gansert-Dagnesi reported that everything is in line and there is nothing unusual to report.

A motion to approve the Treasurer's Report was made by J. Hamilton, seconded by A. Gansert -Dagnesi. All were in favor, and the motion was approved.

III. Committee Reports

(a) Education (K. Kuhl):

K. Kuhl reported that the front-line FAM to tour the DRI projects in Auburn is planned for October 20, 2025. Karen discussed the vital need to educate front-line employees about the assets the county has to offer. The attendance has been low, and we need help from the board to encourage partners to send their staff. E. Kazker challenged each BOD member to invite ten people each. Conversation continued on the challenges to get front line staff to give up time to do activities like these. The education committee will take the feedback and discuss at upcoming education committee meeting.

(b) Human resources (J. Hamilton):

J. Hamilton entertained a motion to approve potential new board member, Jessica Schneider, Director of Sales at Hilton Garden Inn. Jessica would replace Ryan Marx, who resigned.

A motion to approve Jessica Schneider to the board was made by A. Gansert-Dagnesi and seconded by J. Schnurr. All were in favor, and the motion was approved.

A motion to approve the committee reports was made by J. Hamilton and seconded by K. Terwilliger. All were in favor, and the motion was approved.

IV. PR (N. Howard):

N. Howard shared more details about the DRI FAM coming up in a couple weeks. There were two great media placements. One in Lonelyplanet.com and the other in Travel Taste & Tour Magazine. Both had excellent stories and photography featuring Cayuga County as a premier fall destination. We have a travel writer FAM coming up with Betsy Andrews who will canoe from Geneva NY to Weedsport NY on the Erie Canal.

V. Marketing and Executive Director (K. Kuhl):

Outgoing Executive Director Karen Kuhl presented her final report, reflecting on Tour Cayuga's transformation from a marketing agency to a destination stewardship organization. She emphasized the Board's continued role in ensuring diversity, community representation, and execution of the strategic plan. Key updates included the completion of the *FLX Outdoor Experience* regional project, submission of the *Harriet Tubman Underground Railroad Scenic Byway Corridor Management Plan*, onboarding of new Executive Director Courtney Kasper and Director of Marketing and Sales Hilary Fenner, and progress on initiatives such as:

- America 250 – we will be requesting that the legislature name Tour Cayuga as the designated agency to manage the \$15,000 allocated to the county.
- Wheel the World – we have been allocated 8 more listings; we will be doing outreach next week.
- FLRTC – next board meeting to be held at Northville Arts Center.
- Cayuga Cuisine – Dawn provided a quick update on performance.
- Tourism Community Days – scheduled at Frontenac Museum on Oct 15th.
- World Canal Conference – a special thank you to Dawn and Lynne for representing Cayuga County.

A motion to approve the Marketing, Public Relations and Executive Director reports was made by J. Hamilton and seconded by J. Schnurr. All were in favor, and the motion was approved.

VI Unfinished Business (E. Katzker): E. Katzker announced that the November 4th BOD meeting falls on election day. She asked the board if anyone had scheduling conflicts due to election day and nobody did. The meeting will remain on November 4th, 2025.

VII. Announcements:

K. Kuhl: Non -Profit Mix and Mingle with Charlene Tarver is Oct 23, 2025

K. Terwilliger: The second Community Assessment Survey is out. The legislature meeting will be Tuesday, October 28th at 10am.

E. Katzker: Rumors, which is a Fleetwood Mac tribute band will perform Oct 15 and 16th, and The Ugly XMAS Sweater Musical is Dec 17-20th.

A. Gansert- Dagnesi: The warehouse sale is this coming weekend. Friday, October 10- Sunday Oct 12th, 2025. Kids Halloween Charcuterie classes are on October 24th, one at 2:00 p.m. and the 2nd one at 4:30 p.m. Adult Halloween Charcuterie class is on October 18th, one at 11 a.m.

M. Goloub: October 17th Sing-along+95536

J. Hamilton: Manifestations on October 18th in Moravia, also the grand opening of his new Thrift Shop business!

Kate Grindstaff: Haunted History Tours of Auburn Oct 25 – 29th 6pm & 7pm

J. Schnurr-we will meet at Aurora Brewing Company on Oct 28th at 5pm for anyone that wants to join us

A motion to adjourn the meeting was made at 5:21pm by J. Hamilton and seconded by J. Schnurr. All were in favor and the meeting adjourned.

Approved by Kari Terwilliger

Recorded by Lynne Sweet