

**Cayuga County Convention & Visitors Bureau**  
**Board of Directors Meeting Minutes**  
August 5, 2025, Via Zoom

**Present:** Erin Katzker, Kate Grindstaff, Jacob Hamilton, Amber Gansert-Dagnesi, Kari Terwilliger, AnnaMarie Vukmanovich, Stephen Selvek, Laura Hahn, Doug Dello Stritto, Aileen McNabb-Coleman, Ahna Wilson, Ryan Marx, Mike Riley, Jackie Schnurr, Meg Goloub

**Staff:** Lynne Sweet, Noah Howard, Karen Kuhl, Dawn Lubaszewski, Claire Dunlap

**Absent:** Brian DiBernardo, Kate Pelkey, Diana Plue

**Excused:** Kristen Lunkenheimer-Slocum

**Presiding Officer:** E. Katzker

**Secretary:** A. Vukmanovich

**The meeting was called to order at 8:35 am by E. Katzker**

**I. Approval of Minutes**

The June minutes and the June 23<sup>rd</sup> special meeting minutes were presented for approval. No changes were made.

**A motion to approve the June Minutes and Minutes from June 23<sup>rd</sup> Special meeting was made by A. Gansert-Dagnesi, seconded by J. Hamilton. All were in favor, and the motion was approved.**

**II. Treasurer's Report (D. Dello Stritto)**

The Q2 occupancy voucher was submitted, and we can expect those funds in four to six weeks. There are no surprises in the financials.

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

**III. Committee Reports**

**a) Executive (E. Katzker)**

The strategic plan has been submitted for board review. J. Hamilton expressed concerns about the change in CCCVB Occupancy Tax distribution that the Legislature has proposed. The legislature is proposing that the County retain 25% instead of 5%. K. Kuhl pointed out that within the packet sent last week, there is a template for a letter of support for everyone to use and has strongly suggested a show of support at the public meeting on August 26<sup>th</sup> in Locke, NY. E. Katzker also reported that the Executive Director position search has narrowed down to two candidates. The final interviews are on Friday, August 8, 2025

**A motion to approve the Strategic Plan for 2026-2030 was made by D. Dello Stritto and seconded by K. Terwilliger**

**b) Education (K. Kuhl):**

A Fall FAM will be planned that will go through the accomplishments of the DRI projects. J. Hamilton has been selected for the 2025-2026 Leadership Cayuga program scholarship. Work plans were discussed to align with the strategic plan.

**c) Advocacy (K. Grindstaff)**

K. Grindstaff reported that the advocacy committee worked on updating its work plan to align with the new strategic plan. Also discussed was hiring Charlene Tarver, fundraising contractor, with the \$30,000 allocated to 2025 grant writing education. The contract would run into 2026.

**(d) Planning (K. Terwilliger)**

K. Terwilliger reported that Karen walked her committee through the strategic plan to be sure goals were properly aligned, and a brief of all the other committee's work plans. There was discussion about combining the annual meeting with next year's Tourism Summit. K. Kuhl gave

the committee an update on C. Dunlap's work on updating the website. K. Kuhl gave a detailed account of the committees, boards and organizations that she currently participates in so the committee could weigh in on the things that they deem important for the next Executive Director. The committee agreed that most of everything K. Kuhl is doing is valuable and should be embraced by the new Executive Director.

**(e) Audit and Finance (A. Gansert-Dagnesi):**

The committee will need to meet again due to the ambiguity of the budget because of the Occupancy Tax proposal by the legislature.

**(f) HR (J. Hamilton):**

Kristen Lunkenheimer has stepped down as secretary as she recuperates from injury. The committee recommends AnnaMarie Vukmanovich to assume the role of Secretary of the Board.

**A motion to approve A. Vukmanovich as Secretary of the Board of Directors was made by E. Katzer and seconded by M. Riley and the motion was approved.**

**A motion to approve the committee reports was made by J. Hamilton seconded by S. Selvek. All were in favor and the motion was approved.**

**IV. Marketing (C. Dunlap):**

C. Dunlap reported that she went to the Destinations International Conference with K. Kuhl and found it to be very beneficial to have both of them in attendance, having many programs running concurrently. It was affirming to see that the trends that they saw in tourism and across the globe are steps that we are already taking as an organization. The regional campaigns are going very well. The numbers are all in her report.

**V. Public Relations (N. Howard):**

N. Howard reported that in July we hosted seven travel writers from the Black Travel Alliance. The writers were of the highest professionalism, and he is confident, based on previews, they will produce high quality content. Noah was very complimentary of Paul Porter, the new outdoor director at Inns of Aurora. There are many media placements in his report, but he called out one from Preservation Magazine which featured a piece on the restoration of the Thomson Memorial AME Zion Church. N. Howard also mentioned the possibility of changing media monitoring software from Muck Rack to Critical Mention. We have a FAM scheduled for the week of August 18<sup>th</sup> for a content creator named Kwasi Hope. He's an historian and his focus is visitorship to museums. He has a robust social media presence and following.

**VI. Marketing and Executive Director (K. Kuhl):**

K. Kuhl touched on each point from her report. The in-person October meeting is slated to be held in the Southern part of the county, and an opportunity for the Board Members to meet the new Executive Director. It will be in the late afternoon. Karen touched on the EDA Grant progress, detailed in her report as well as the Resident Sentiment Study, Wheel the World and the Monopoly Game: Finger Lakes Edition. The NYSTIA Leadership award ceremony will be held on September 11 in Lake George. Anyone interested in attending please let us know and we will get you a ticket.

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

**VI Unfinished Business: None**

**VII. Announcements:**

**J. Schnurr:** The bathtub races are taking place this coming weekend in Moravia

**D. Dello Stritto:** The Great Race is Sunday

**K. Terwilliger:** I will share a link for a community survey for ever

**K. Grindstaff:** Shakespear in the Gardens is Augst 12<sup>th</sup> at 6pm. It's free, bring a lawn chair

**E. Katzker:** Top Hat is opening next Wednesday, August 13<sup>th</sup>

**A. Gansert-Dagnesi:** Mackenzie Child had a very successful barn sale.

**A motion to adjourn the meeting was made at 9:40am by R. Marx and seconded by E. Katzker. All were in favor and the motion was approved.**

**Approved by A. Vukmanovich**

**Recorded by Lynne Sweet**