

**Cayuga County Convention & Visitors Bureau**  
**Board of Directors Meeting Minutes**  
**April 1, 2025, Via Zoom**

**Present:** Erin Katzker, Kate Grindstaff, Jacob Hamilton, Amber Gansert-Dagnesi, Kari Terwilliger, Sara Douglass, AnnaMarie Vukmanovich, Ryan Marx, Stephen Selvek, Mike Riley, Brian DiBernardo

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

**Absent:** Aileen McNabb-Coleman, Ahna Wilson

**Excused:** Doug Dello Stritto, Kate Pelkey, Kristen Lunkenheimer-Slocum, Laura Hahn, Melody Smith Johnson

**Presiding Officer:** E. Katzker

**Secretary:** K. Lunkenheimer-Slocum

**The meeting was called to order at 8:31 am by E. Katzker**

**I. Approval of Minutes**

March 2025 Board Meeting Minutes were presented for approval. No changes.

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

**II. Treasurer's Report (K. Kuhl)**

Everything is going as expected. Lynne Sweet will be trained to enter the deposits in QuickBooks, and she will take over that process. This has been approved by the auditor as an acceptable practice.

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

**III. Committee Reports**

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

The executive committee and HR committee met to discuss the search for the new executive director position. The search organizations being vetted have proven to be very expensive, landing between \$20,000-\$30,000. E. Katzker proposed engaging Melody Smith Johnson for the search. If this occurs, Melody will be asked to step down from the search committee.

**A motion to request a proposal from M. Smith-Johnson was made by E. Katzker, seconded by K. Terwilliger. All were in favor, and the motion was approved**

**b) Advocacy (K. Grindstaff):**

The Harriet Tubman DEI grant proposals were all reviewed, and the committee will finalize the decisions on Friday, April 4, 2025.

**A motion to approve the Committee Reports was made by A. Gansert-Dagnesi and seconded by J. Hamilton. All were in favor, and the motion was approved.**

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

In addition to the PR report in the packet, Noah reported on Mion Edwards visit to Cayuga County which coincided with Brave Women week along with the commemoration of Harriet Tubman day. Key media pitches included Harriet Tubman day and women's history month. Recently we hosted a class from Syracuse University studying public relations and Noah provided feedback and answered their questions about tourism public relations. Next week Noah

will be attending a SUNY Erie Canal Bicentennial Forum, Navigating the Canalway Trail in Utica, NY.

#### **VI. Executive Director (K. Kuhl):**

In addition to the Marketing and Executive Director's report in the packet, Karen reported that Claire Dunlap is officially on maternity leave and will be induced today. The Marketing report will be prepared by Dawn Lubaszewski and included in the Executive Director Report. The Where You Go Matters campaign will begin soon on streaming television and YouTube. The Market NY Go Beyond grant has been rolled out through Meta and Youtube.

ED Report- Karen expressed need for support with the HT Byway, there are some municipalities that have tabled the subject. Fleming, Sennett, Ledyard, Springport and Aurelius have all presented challenges for obtaining resolutions.

A reminder that Monday, April 14<sup>th</sup> is the Think Place strategic plan visioning workshop meeting at Inns of Aurora. A reminder that the Where Tourism Meets Community event is May 7, 2025.

The Erie Canal Bicentennial Poster is here and will be distributed along the canal. Noah has put together a canal explorer's guide for the Erie canal in Cayuga County.

Cayuga County Canal Communities has received approval to seek the designation as an official trail town. We are the first multi-community to receive this. In collaboration with Fair Haven Chamber of Commerce, we have scheduled a community discussion at Colloca Winery on April 29, 2025, 5pm- 7pm.s

**A motion to approve Group Sales and Marketing, Public Relations, and the Executive Director's Report was made by K. Terwilliger and seconded by M. Riley. All were in favor, and the motion was approved.**

#### **VII. Unfinished Business (E. Katzker):**

Executive Director Succession Plan was sent out for the board members' review. There were no questions or comments about the plan.

**A motion to approve the Executive Director Succession Plan was made by K. Terwilliger, seconded by J. Hamilton. All were in favor, and the motion was approved.**

#### **VIII. Announcements:**

**E. Katzker:** Thursday a group of students from Canandaigua are stopping at The Rev and discussing careers in the arts. The Rev is hosting camps during spring break for grades k-8

**J. Hamilton:** Chamber are accepting nominations for chamber awards. Moravia chamber is doing a fund-raising event at Owasco Brewing for correctional officers that lost their jobs.

**S. Douglass:** April 18<sup>th</sup> is her last day at Arise, moving to Liberty Resources in Syracuse. The board congratulated Sara and is looking forward to a recommendation of someone to represent the accessibility needs of the county for residents and visitors.

**A. Vukmanovich:** Inns of Aurora is looking forward to hosting the Board Visioning Workshop meeting on April 14<sup>th</sup>. A light breakfast will be provided if you come early.

**A motion to adjourn was made at 9:25am by A. Gansert -Dagnesi, seconded by J. Hamilton. All were in favor. The motion was approved.**

Approved by     E. Katzker

Recorded by Lynne Sweet