

**Cayuga County Convention & Visitors Bureau**  
Board of Directors Meeting Minutes  
May 5, 2026  
Via Zoom

**Present:** Erin Katzker, Doug Dello Stritto, Amber Gansert-Dagnesi, Mike Riley, Jessica Schneider, Stephen Selvek, Meg Goloub, Aileen McNabb-Coleman, Kari Terwilliger, Kate Grindstaff, Jackie Schnurr, Jacob Hamilton, Teryn Mullenix, Diana Plue  
**Staff:** Courtney Kasper, Hilary Fenner, Dawn Lubaszewski, Noah Howard, Lynne Sweet  
**Absent:** Brian DiBernardo, Ahna Wilson, Laura Hahn, Kate Pelkey  
**Excused:** Kristen Lunkenheimer-Slocum

**Presiding Officer:** E. Katzker

**Secretary:**

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

**I. Q1 TAP Report**

The TAP and LaLew teams presented their Q1 activities supporting Cayuga County's Harriet Tubman Equal Rights Narrative, including social media efforts, newsletter development, and planning for media group familiarization tours, plus media placements and interviews. The team also attended the International Media Marketplace event in New York City, where they conducted meetings with 24 selected media members to promote Cayuga County's equal rights stories. The team also reviewed the final report for the Brave Women FLX campaign.

**II. Consent Agenda Packet**

Due to the April meeting not having a quorum, the April meeting packet was distributed at the May meeting for approval.

**A motion to approve it was made by A. Gansert-Dagnesi and seconded by J. Schnurr. All were in favor, and the consent agenda packet was approved.**

**III. Approval of April Minutes**

The April minutes were presented with one addition of adding M. Goloub as excused.

**J. Hamilton made the motion to approve the minutes with the one addition; it was seconded by M. Riley. All were in favor and the motion was approved.**

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

D. Dello Stritto reported that the occupancy tax voucher was sent in, which is a heavier payment this quarter at 45% of the forecasted budget. The county treasurer's office is now presenting the occupancy collection reports to be in alignment with our budget forecasting to assist with more accurate numbers as occupancy tax is collected.

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

## **V. Committee Reports**

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

The Executive Committee discussed the 2023 Lodging Feasibility Study and the need to update the existing study with a presentation to the Legislature.

Courtney will reach out to RevPAR International. Also, the Executive committee is looking for nominations for the positions of Board Chair and Secretary.

Discussions with the Legislature continue for a favorable resolution to allocation of occupancy tax.

### **(b) Education (M. Riley):**

The education committee reported on Leadership Cayuga nominations due by July and an upcoming Demystifying Grant Writing Lunch and Learn workshop hosted by Tour Cayuga at the Hilton Garden Inn. The group approved the continued support for the tour guide training program with the Seward House Museum.

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

Advocacy committee discussed tourism support grants and the scoring rubric. Potential expansion of the Passport to History program to reach schoolchildren around the county was discussed as part of the Pride of Place. The group also discussed their sponsorship allocations, noting that the Cayuga Film Festival Harriet Tubman award would not take place this year due to the selected documentarian's availability.

### **(d) Audit & Finance (A. Gansert Dagnesi):**

The audit and finance committee reviewed the 2025 audited financial statements from FustCharles. The auditors' focus was the \$84,000 county overpayment that needed to be deferred to 2026. The issue was resolved to the auditor's satisfaction. Courtney provided the committee with quotes from external bookkeepers for comparison purposes.

**A motion to approve the draft of the 2025 financial statements was made by J. Schnurr and seconded by D. Dello Stritto. All were in favor and the motion was approved.**

**At 9:02 a.m. the Board of Directors moved into an executive session to discuss transitioning the organization's bookkeeping responsibilities from an external service to an in-house approach. The general meeting resumed at 9:27 a.m., with K. Terwilliger presiding, as E. Katzker departed.**

### **(e) Planning (K. Terwilliger):**

The team discussed updates on a lodging feasibility study, with the potential to present to the Legislature later this summer and potentially expand the study to include a county-wide lodging study rather than boutique waterfront lodging.

Hilary presented a brand refresh for the organization's logo, explaining that the

update aims to create better cohesion across marketing materials and social media platforms, with both Facebook and Instagram now using the consistent "Tour Cayuga" branding.

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

Jacob provided an update on handbook revisions completed by GTM consulting, noting compliance with New York State requirements and streamlined updates to the employee benefits section, including vacation leave, personal time, and sick leave policies. The group discussed board member updates, including Taryn Mullenix being appointed to fill the board seat for the Inns of Aurora. The draft slate of officers was included in the board packet, and the slate will be voted on at the June meeting.

**A motion was made to approve the revised handbook by A. Gansert–Dagnesi and seconded by M. Goloub. All Directors present were in favor and the motion was approved.**

**A motion was made to approve the committee reports by D. Dello Stritto and seconded by J. Schnurr. All Directors present were in favor and the motion was approved.**

**VI. Marketing (H. Fenner):**

Hilary provided an update on the Sweet Treat Trail, which launched May 1 and has seen a 400% increase in webpage views, with radio advertising starting May 15. Hilary did an interview with WSYR's Bridge Street along with Morgan Jones from Taste NY Market/CCE and Tony Daddabbo from Auburn Bagel Company highlighting agritourism.

**VII. PR (N. Howard):**

Noah reported that we had valuable earned media placements in April. Courtney also reported that Noah did an interview with Big Blend Radio.

**VIII. Executive Director (C. Kasper):**

Courtney announced two upcoming events including a Lunch and Learn with a deadline of May 8th and an annual tourism luncheon on June 17 featuring speakers from NYSTIA and the Harriet Tubman NYS Byway project.

**A motion to approve the staff reports was made by M. Riley and seconded by J. Schnurr. All were in favor and the motion was approved.**

**IX. Unfinished Business (K. Terwilliger)**

None

**X. Announcements:**

- A. Gansert-Dagnesi: There will be two charcuterie classes at Mackenzie Childs coming up.
- J. Hamilton: The Hamilton Salon and Apothecary won the 2026 Business of the Year in Cayuga County from the Small Business Development Center. The Locke Fair will take place, May 21-May 23 immediately followed by Memorial Day festivities.
- D. Dello Stritto: The Sterling Nature Park will undergo trail improvements, and grants have been submitted for the Emerson Park bridge and a new playground.
- Mike Reily: Saturday May 9<sup>th</sup> is the dedication of the Louis McClure in Port Byron at the Samuel Center.

**A motion to adjourn the meeting was made at 9:48 a.m. by J. Schnurr and seconded by A. Gansert-Dagnesi. All were in favor and the meeting adjourned.**

**Approved by: E. Katzker**

**Recorded by Lynne Sweet**