

Cayuga County Convention & Visitors Bureau
Board of Directors Meeting Minutes from December 5, 2023
Via Zoom

Present: Erin Katzker, Sallee Ten Eyck, Erin McElhinney, Kate Grindstaff, Doug Dello Stritto, Steven Lynch, Melody Smith Johnson, Sara Douglass, Andrea Seamans, Kirsten Gosch, Jenny Haines, Amanda Hennessey, Nancy Gable

Staff: Karen Kuhl, Claire Dunlap, Dawn Lubaszewski, Ash Murray, Lynne Sweet

Absent:, Ahna Wilson, Chuck Mason, Brian DiBernardo, Brian Muldrew

Excused:, Kristen Lunkenheimer-Slocum

Presiding Officer: E. Katzker

Secretary: E. McElhinney

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

I. Approval of November 2023 BOD Minutes

No corrections.

A motion to approve the November 2023 minutes was made by K. Grindstaff , seconded by E. McElhinney All were in favor, and the motion was approved.

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

There aren't any big changes or surprises in this month's financials. K. Kuhl added a reminder that we have additional allocated funding, which is money that we have in the bank account from previous years unanticipated occupancy revenue and is not going to be incoming revenue at any point. The funds are Board allocated to specific programs.

A motion to approve the Treasurer's Report was made by S. Lynch, seconded by A. Seamans All were in favor, and the motion was approved.

III. Committee Reports

- a) Executive (E. Katzker): Nothing to report.
- b) Education (K. Gosch): Nothing to report.
- c) Advocacy & Outreach (K. Grindstaff): Nothing to report.
- d) Audit & Finance (S. Ten Eyck): K. Kuhl reviewed the amended budget items. Specifically, the funds discussed in last month's meeting to be released for the "Black Travel Experience" and how the funds would be distributed to accomplish the goal. Included in the line items are TIUC, website, A/V, content development, advocacy, digital marketing, and travel.

M. Smith Johnson commented that having this conversation just a month ago and having strong momentum is very exciting. She went on to describe this as fabulous, fantastic and historic.

A motion to approve the Budget Amendments was made by D. Dello Stritto and seconded by E. McElhinney. All were in favor; the motion was approved.

- e) Planning (S. Lynch): Nothing to report.
- f) Human Resources (A. Seamans): Nothing to report, but A. Seamans expressed appreciation for Lunkenheimers and the wonderful job they did at the Weedsport Community discussion event.

g) Conflict of Interest (A. Hennessey): Nothing to report.

A motion to approve the Committee Reports was made by D. Dello Stritto and seconded by S. Lynch. All were in favor and the motion was approved.

IV. Group Sales and Marketing Report (C. Dunlap)

We received the \$50,000 Market New York grant. Claire has been doing many presentations for various organizations. American Bus Association event is next month. Hibernation digital campaign goes live December 15. The Travel Guide is nearing completion. The solar eclipse is coming April 8, 2024, and we need everyone's specials and offerings for our website.

V. Public Relations Report (A. Murray)

Break the Ice media followed up the September FAM with feedback and placement which resulted in a great December blog post for us and pitched Harriet Tubman attractions for veterans' day as well as places to go in 2024. In the month of November, we were featured in 40 articles across local, regional, and national publications. World Atlas wrote a post on small towns in the Finger Lakes to visit for a weekend getaway, Auburn and Aurora were both mentioned. A press release is in the works to announce the Market NY grant we received.

VI. Director's Report (K. Kuhl)

The CCCVB January meeting is cancelled. We were victims of a check fraud scam and details are included in the report. We have changed to Tompkins bank and have safe guards in place to help mitigate risk going forward. The Pride of Place video series has had 2700 views. DEI Grant recipients are providing reports on their events. From the 8 reports that we received there was a total of 2,000 attendees. We received the Market NY grant from the REDC initiative to develop and promote the Go Beyond campaign. The 2024 Marketing report was highlighted by Claire Dunlap.

A motion to approve Public Relations, Group Sales and Marketing, and Executive Director's Report was made by D. Dello Stritto, seconded by A. Seamans. All were in favor, and the motion was approved.

VII. Unfinished Business

On Monday, December 4, 2023 a meeting was held at Lunkenheimer Brewery for a discussion about tourism in the port Byron, Weedsport and Montezuma areas. Business owners, residents and public officials were invited. Details will be in the December report.

VIII. Announcements:

- J. Haines- on December 14th there will be a discussion related to Occupancy tax
- K. Kuhl- on December 13th Weedsport Occupancy tax
- K. Gosch – Sunday Dec 10th will be Holiday Traditions
- M. Johnson Smith- Melodys will also be open with several woman of color entrepreneurs to meet and support
- E. Katzker – Holiday flash sale for single ticket sales for Rev theatre. Dec 18th for subscribers and Dec 19th for general public

A motion to adjourn was made by D. Dello Stritto, seconded by E. McElhinney at 9:21a.m. All were in favor.

Approved by E. McElhinney,

Recorded by Lynne Sweet