

Cayuga County Convention & Visitors Bureau
Board of Directors Meeting Minutes from December 3, 2024
Via Zoom

Present: Erin Katzker, Kate Grindstaff, Doug Dello Stritto, Jenny Haines, Jacob Hamilton, Amber Gansert-Dagnesi, Brian DiBernardo, Mike Riley, Kristen Lunkenheimer-Slocum, Laura Hahn, Kate Pelkey, Kari Terwilliger Ahna Wilson, Aileen McNabb-Coleman, Sara Douglass,

Staff: Claire Dunlap, Lynne Sweet, Noah Howard

Absent: Melody Smith Johnson

Excused:

Presiding Officer: E. Katzker

Secretary: K. Lunkenheimer-Slocum

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

I. Approval of November 2024 BOD Minutes

A motion to approve the November minutes was made by M. Riley, seconded by K. Terwilliger. All were in favor, and the motion was approved.

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

We received the fourth quarter occupancy tax check. It was the full budgeted payment which means we will get another check with the overage

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

III. Committee Reports

a) **Planning (K. Terwilliger):** The DRI for Cayuga Lake villages marketing and branding was completed and will be submitted to the state by the consultants.

b) Human Resources and Development (K. Lunkenheimer-Slocum):

The committee has brought forth two new candidates for BOD seats to replace E. McElhinney and A. Hennesey. The two new candidates are Ryan Marx, Director of Sales and Marketing at the Hilton Garden Inn and AnnaMarie Vukmanovich, Director of Sales at the Inns of Aurora. Also, the committee has presented K. Terwilliger as candidate for Vice Chairperson replacing E. McElhinney who previously held that position.

A motion was made to approve the two new Board of Directors by M. Riley and seconded by K. Terwilliger. All were in favor, and the motion was approved.

A motion was made to approve K. Terwilliger as Vice Chairperson by A. McNabb-Coleman and seconded by J. Haines. All were in favor, and the motion was approved.

It was announced that J. Haines was appointed as City Manager of Auburn, NY. The Board congratulated her, and she expressed gratitude for serving on this board. This seat will need to be filled.

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

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

Claire reviewed her rough draft of 2025 marketing plan and will share finalized plan before the Christmas holiday. The focus will shift to a journey-based market and research. The plan will leave wiggle room for the upcoming strategic plan.

V. Public Relations (N. Howard):

Noah reported on the travel writers Leroy Adams and Alyson Peirce Cayuga Film Festival FAM trip. Also covered was the Moravia/ Locke Area Tourism Conversation, it was a round table discussion with partners, businesses and residents. J. Hamilton expressed his gratitude and said it was a great event. K. Terwilliger suggested not to use the phrase “southern tier” while referring to the southern part of Cayuga County as it could prove to be confusing.

VI. Executive Director (K. Kuhl):

Written report only.

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

VII. New Business:

Historically the January meeting is usually cancelled due to conflicting schedules.

A motion to cancel the January meeting was made by J. Hamilton and seconded by K. Lunkenheimer-slocum. All were in favor and the motion was improved.

VIII. Announcements:

- **C. Dunlap announced she is expecting her second child. She will be going out on maternity leave from April to July.**
- **E. Katzker announced the Jr. Stars production of A Christmas Carol for students grade 1-8. Friday Dec 6 and Sat. Dec. 7**
- **J. Hamilton announced the Christmas in Moravia taking place Dec 6 -7.**
- **K. Grindstaff announced the Candlelight tours at Seward house are almost sold out for the next three weekends.**
- **K. Pelkey announced the Festival of Trees in Cato on December 14th from 1-4 p.m.**
- **E. Katzker announced the Auburn Chamber orchestra will put on a free concert at the Merry Go Round playhouse at 2pm**

A motion to adjourn was made at 9:12 am by J. Hamilton, seconded by K. Terwilliger. All were in favor. The motion was approved.

Approved by K. Lunkenheimer- Slocum

Recorded by Lynne Sweet