

Cayuga County Convention & Visitors Bureau
Board of Directors Meeting Minutes from February 6, 2024
The Equal Rights Heritage Center

Present: Erin Katzker, Sallee Ten Eyck, Erin McElhinney, Kate Grindstaff, Doug Dello Stritto, Amanda Hennessey, Ahna Wilson, Melody Smith Johnson, Sara Douglass, Andrea Seamans, Kristen Lunkenheimer-Slocum, Kirsten Gosch, Brian DiBernardo, Jenny Haines

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

Absent:

Excused:, Chuck Mason, Nancy Gable, Steven Lynch

Presiding Officer: E. Katzker

Secretary: E. McElhinney

The meeting was called to order at 8:34am by E. Katzker

Break the Ice Media Quarterly Report

Colleen Onuffer, director of public relations for BTI Media led the report along with Jessica Lewis of Lalew Public Relations. The goals for the campaign are outlined as:

“Increase overall awareness of Auburn, NY as the home of Harriet Tubman, and Cayuga County’s assets and attractions. Address and educate the Cayuga County community on Harriet Tubman’s legacy and the Office of Tourism’s efforts. Spark interest in Harriet Tubman and Cayuga County’s history in order to drive conversations and actions around Equal Rights. Inspire travel and drive visitation to Cayuga County and its partners among target audiences. Build an audience of loyal, repeat customers who will visit time and time again, and encourage families and friends to do the same. Increase awareness of Auburn, NY and Cayuga County as a prime location to host meetings and events that relate to equal rights. The current results are outlined in the report. The Break the Ice and LaLew teams provided in-depth report on the top placements and FAM trips of 2023.

I. Approval of December 2023 BOD Minutes

No corrections.

A motion to approve the December minutes was made by A. Seamans, seconded by D. Dello Stritto. All were in favor, and the motion was approved.

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

The profit and loss statement and financials have been distributed. No significant activity to highlight.

A motion to approve the Treasurer’s Report was made by J. Haines, seconded by E. McElhinney. All were in favor, and the motion was approved.

III. Committee Reports

- a) Executive (E. Katzker): Nothing to report.
- b) Education (K. Kuhl): Nothing to report.
- c) Advocacy & Outreach (K. Grindstaff): Nothing to report.
- d) Audit & Finance (S. Ten Eyck): Nothing to report.
- e) Planning (S. Lynch): Nothing to report.
- f) Human Resources (A. Seamans): Nothing to report.

g) Conflict of Interest (E.McElhinney): Nothing to report.

A motion to approve the Committee Reports was made by A.Hennessey, seconded by K. Gosch. All were in favor, and the motion was approved.

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

The Philadelphia Church of God international convention is confirmed which will generate 1000 night stays in October.

The ADA Marketplace was extremely successful with 44 appointments both mutually requested and people who requested TourCayuga . It is beneficial to learn that many groups coming. The Black Dog 2024 contract will change a bit adding video creation for Hulu and YouTube advertising with those new videos.

Hibernation bookings doubled this year, demonstrating a more robust program.

We're in the last stages with Wander. The app will help the visitor customize their experience, also, once integrated into the website, help with data and metrics.

The new travel guide will be ready in a couple of weeks.

We are approved to start spending the Market NY grant funds.

Eclipse information from partners is uploaded to the dedicated page. S. Douglass asked if the Auburn Public Art trail could be added to the Wander App. E. McElhinney complimented the social media content and over all job we're doing, and Dawn Lubaszewski was recognized for her efforts in Digital Marketing.

V. Public Relations Report (A. Murray)

Ash attended the International Media Marketplace (IMM) in NYC

Shayla Martin from the NY Times visited our region in January. Her article will be coming out soon.

Danielle Desir Corbett from The Thought Card will be here February 8-11 for her podcast. The podcast episode will be launched ahead of Harriet Tubman Day.

Karen did an interview about Hibernation on FLX Weekly. The Media page on the website is finished.

VI. Director's Report (K. Kuhl)

The Q1 voucher for occupancy tax has been submitted to county finance, but distribution of the funds is held until county contracts are signed. The county is currently working on the contracts.

The STR report has tripled in price. It is our only known source of that information so we will need to pay for it or go without. E. McElhinney offered to research other sources.

Union Springs/Aurora/Cayuga won a 10million grant from DRI (Downtown Revitalization Initiative)

Two new interns are working with our office.

Louis Araujo from Cayuga Community College will continue the efforts started by Gabrielle Beavers from Wells College in Fall 2021. Louis will expand the Equal Rights Timeline in Cayuga County.

Amelia Elston from Wells College will be working on content development and social media promotion for our Sweet Treat Trail partners. The interns will be paid 100 hours each, at \$15 per hour, paid as a stipend.

We've been in touch with and supporting Cayuga County Emergency services in preparation for the Eclipse.

E. Katzker added that as Board Members, "we are ambassadors for the Cayuga County Tourism and we should invite our neighbors, friends and guests to do all the amazing things that we have to offer".

Melody Smith Johnson echoed the sentiment.

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

VII. Unfinished Business

No unfinished business

VIII. Announcements:

- E. Katzker – Auditions were held locally for the upcoming shows . Thank you to all the business' that offered the visitors discounts. Single tickets went on sale yesterday. They're opening with Jersey Boys, followed by Newsies, then Bandstand and the fourth show is May We All, a New Country Musical
- E. McElhinney – The Fargo is putting on a community dinner February 8 to raise funds for The Morgan House. Also, wine diners are starting back up
- Jenny Haines – Falcon Park is doing an Eclipse event for families 2pm – 4pm April 8. It will include Classic Hits 99.3 broadcasting live, concessions and kids activities.
- S. Douglass – Arise will be doing an ADA celebration in July. Also, Sarah's art will be featured at Sheps Brewing in March
- M. Smith Johnson – February 18th is "Empower Her" at Melodys, and on March 8th- 10th the second annual "YouMatter" Conference will take place at Harriet Tubman Memorial Church.
- K.Gosch- The Cayuga Museum will be opening early, and the Ann Frank Tree project is partnering with the museum to bring "Americans Who Tell the Truth: Exhibition."
- C. Dunlap – while at ABA it came to light that busses have misconstrued a sign at the Canal Center that says no trucks. They thought it also meant no busses. Andrea Seamans and Claire will work on correcting this misconception.

A motion to adjourn was made by A. Hennessey, seconded by A. Seamans at 10 a.m. All were in favor.

Approved by E. McElhinney,

Recorded by Lynne Sweet