

**Cayuga County Convention & Visitors Bureau**  
Board of Directors Meeting Minutes from November 12, 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

**Staff:** Karen Kuhl, Claire Dunlap, Dawn Lubaszewski, Lynne Sweet

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

**Excused:** Kari Terwilliger, 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. TAP Q3 Report**

Highlights include travel writer; Anita Thomas press trip in September, Instagram coverage from Courtney Lancot, The Unpopular Black, and social media coverage by Lauren Gay, Outdoor Diva.

**II. Approval of October 2024 BOD Minutes**

**A motion to approve the October minutes was made by M. Riley, seconded by K. Lunkenheimer-Slocum.**

**All were in favor, and the motion was approved.**

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

Nothing of note to report. All is as expected.

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

**III. Committee Reports**

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

RFP submissions for the Strategic Plan have been reviewed. The committee is considering two companies and will check references. Payroll company proposals were reviewed, and the committee has chosen HR One to fulfill payroll needs starting the beginning of 2025. The Tourism summit will take place in May of 2025 at Emerson Park. The Tourism Grant Ad hoc committee has reviewed the program. \$30,000 to follow the same procedure as in past, and \$30,000 would go to technical assistance helping cultural/ historical sites to secure grant funds.

**b) Education (K. Kuhl):**

Erin McElhinney has resigned her position at Inns of Aurora. We are in communication with Inns of Aurora to identify her replacement. Leadership Cayuga costs have come up for 2025. It was decided that the annual meeting will be held along the Erie Canal.

**c) Advocacy & Outreach (K. Grindstaff):**

The committee discussed a webinar for people that apply for the DEI Grant. 2024 recipients that have not sent the mandatory follow up information will be disqualified for future grant funds.

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

A. Gansert-Dagnesi went through the budget line by line. K. Kuhl commented that the postage has increased in price and activity. Salaries will increase 3% with the cost of living.

**A motion to approve the 2025 Budget was made by M. Riley and seconded by K. Grindstaff. All were in favor, and the motion was approved.**

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

No report

**f) Human Resources (K. Kuhl):**

Nothing to report

**g) Conflict of Interest (K. Lunkenheimer-Slocum):**

Nothing to report.

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

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

Claire reported, in addition to her provided report, that the Philadelphia Church of God Group that visited in October had a great experience and are considering coming back. Claire attended the Bus Association of NY conference in Clayton, NY. American Bus Association conference is coming up in February and will be in Philadelphia. The Sweet Treat Trail is wrapping up for the year. Hibernation is gearing up along with the Brave Women campaign which will run Jan 15- March 15.

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

Written report only

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

Karen invited the Board of Directors to a Community Discussion about Tourism in the Moravia/Locke community on November 18<sup>th</sup>, 2024, 4:30 pm. Which will be held at Southern Tier Stables. Karen also reported that she and Claire will be writing a white paper because of many industry associates requesting information on how Cayuga Tourism integrates DEI practices in tourism. The white paper can be found on our Partners portion of the Tour Cayuga website

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

**VII. Unfinished Business:**

**VIII. Announcements:**

- A. Gansert-Dagnesi reported that she obtained her business license for Authentically Amber and will be teaching her first class at Sinclair. Amber's website is authenticallyamber.net
- J. Hamilton- Christmas in Moravia event is December 6<sup>th</sup> and 7<sup>th</sup> with a lot of family friendly activities
- K. Grindstaff- The Seward House Candlelight tours are happening the first three weekends in December.

**A motion to adjourn was made at 9:30 am by A. Gansert-Dagnesi, seconded by K. Grindstaff. All were in favor. The motion was approved.**

**Approved by**

**Recorded by Lynne Sweet**