

**Cayuga County Convention & Visitors Bureau**  
Board of Directors Meeting Minutes from September 3, 2024  
In-person meeting at Sterling Nature Center, Sterling, NY

**Present:** Erin Katzker, Erin McElhinney Kate Grindstaff, Doug Dello Stritto, Ahna Wilson, Sara Douglass, Jenny Haines, Melody Smith Johnson, Jacob Hamilton, Kate Pelkey, Amber Gansert-Dagnesi, Kari Terwilliger, Brian DiBernardo, Mike Riley

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

**Absent:**

**Excused:** Kristen Lunkenheimer-Slocum, Laura Hahn, Aileen McNabb-Coleman

**Presiding Officer:** E. Katzker

**Secretary:** K. Lunkenheimer-Slocum

**The meeting was called to order at 12:07pm by E. Katzker**

**I. Approval of August 2024 BOD Minutes**

No corrections.

**A motion to approve the August minutes was made by J. Haines, seconded by A. Gansert-Dagnesi. 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 A. Gansert -Dagnesi, seconded by E. McElhinney**

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

**III. Committee Reports**

- a) **Executive (E. Katzker):** The procurement policy was reviewed, and it was decided that it meets the requirements.

**A motion was made to approve the Procurement Policy by K. Terwilliger and seconded by J. Haines. All were in favor, and the motion was approved.**

- b) **Education (E. McElhinney):** The Tour Cayuga website, specifically the pro-tips series, is reaching a lot of people. The committee identified the need for more tour operators and an October FAM will be planned in Fair Haven to make up for the summer FAM cancelled due to extreme heat.
- c) **Advocacy & Outreach (K. Grindstaff):** The Advocacy Committee met to review the current grant program and consider if and how it can be reimagined to support the cultural and historical site in Cayuga County. The committee is supporting the Executive Director in developing a survey to better understand the challenges and fundraising needs of our county partners. The survey will be sent out prior to the Sept 26<sup>th</sup> Fundraising Workshop. Based on the information from the survey and the conversations at the Workshop, a meeting with the BOD will be scheduled to determine recommended next steps.
- d) **Audit & Finance (A. Gansert-Dagnesi):** The budget is being reviewed for 2025
- e) **Planning (K. Terwilliger):** A ribbon cutting is being planned for the only ADA compliant kayak launch in Cayuga County in Union Springs. The goal is to have the ribbon cutting on September 21, 2024.

- f) **Human Resources (K. Kuhl):** The committee reviewed members that will be stepping off the board. Also, distribution of county representation industry representation.
- g) **Conflict of Interest (K. Kuhl):** Nothing to report.

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

**IV. Group Sales and Marketing Report (C. Dunlap):** The Church of Philadelphia will be here in October and the number has grown to 250. Market NY campaign is going well, the content and website is set to launch in October. The Destination Think Tour is 100 destinations coming together to discuss sustainability solutions in tourism. We are 1 of the 100 destinations involved. We have won two NYSTIA Excellence awards this year. Tourism Excellence in Marketing: “Public Relations Campaign – International Underground Railroad Month Group FAM & Media Event” and Tourism Excellence in Marketing: Trials & Itineraries “Brave Women FLX”. This year they offered award winners the chance to host a workshop type presentation about their success story. We have opted to participate in this, and present: Maximizing the Impact of Public Relations in Tourism Marketing: creating life-changing itineraries.”

**V. Public Relations (N. Howard): E. Katzker started by welcoming Noah Howard as CCCVB’s new Public Relations Manager.**

Noah took a moment to introduce himself to the BOD. The Harriet Tubman & Outdoors media FAM trip was completed in August in collaboration with Nikita Belasai. The International Food and wine Travel Writers Association is in Corning, NY September 9<sup>th</sup>- 11<sup>th</sup>. Noah will be running a Pre-conference FAM with three travel writers from Sept 5<sup>th</sup>-9<sup>th</sup>.

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

The Harriet Tubman Scenic Byway project is going strong and garnering a lot of support. The NYS DOT submitted a state of the state budget request to assist the completion of the Corridor Management Plan. Lynne and I will attend the dedication for The NOAH Lake Ontario National Marine Sanctuary in Oswego this Friday, September 6<sup>th</sup>. On September 27<sup>th</sup> we will host an in-person fund-raising workshop facilitated by Cheryl Hargrove from Hargrove International for not for profit cultural and historical sites in Cayuga County.

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

**VII. Unfinished Business: No**

**VIII. Announcements:**

- **E. Katzker:** The Rev. Theatre partnered with Cayuga County Veterans Service who provided 200 tickets to veterans for Bandstand. May We All will debut on September 18<sup>th</sup>. The final script and production for this show is all being reworked, and the official show will debut here for the first time anywhere.

- **E. McElhinney:** In keeping with the tradition of Andrea Seamans, bring a friend to all our assets!

**A motion to adjourn was made by A. Dagnesi- Gansert, seconded by K. Pelkey at 12:57pm. All were in favor. The motion as approved.**

**Approved by K. Lunkenheimer- Slocum**

**Recorded by Lynne Sweet**