

**Cayuga County Convention & Visitors Bureau**  
Board of Directors Meeting Minutes from August 6, 2024  
Via Zoom

**Present:** Erin Katzker, Erin McElhinney Kate Grindstaff, Doug Dello Stritto, Ahna Wilson, Sara Douglass, Jenny Haines, Melody Smith Johnson, Kristen Lunkenheimer-Slocum, Aileen McNabb-Coleman, Jacob Hamilton, Kate Pelkey, Amber Gansert-Dagnesi, Laura Hahn

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

**Absent:**

**Excused:** Kari Terwilliger, Brian DiBernardo, Mike Riley

**Presiding Officer:** E. Katzker

**Secretary:** K. Lunkenheimer-Slocum

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

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

No corrections.

**A motion to approve the June minutes was made by J. Hamilton, seconded by E. McElhinney  
All were in favor, and the motion was approved.**

**II. Travel Alliance Partnerships or TAP (previously Break the Ice Media) Quarterly Report:**

Colleen Onuffer, Director of Public Relations for TAP, led the report alongside Jessica Lewis of LaLew Public Relations. The team reported on its Q2 activity. They highlighted their content creation, an outdoor FAM trip happening August 15- 17<sup>th</sup> with five travel writers, media outreach and recent placements. The full quarterly TAP report is part of the BOD meeting packet for this meeting.

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

Expenses are at a normal level and progressing as expected. We're awaiting the Q3 occupancy tax payment from the county.

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

**IV. Committee Reports**

- a) **Executive (E. Katzker):** Nothing to report.
- b) **Education (E. McElhinney):** Nothing to report.
- c) **Advocacy & Outreach (K. Grindstaff):** Nothing to report.
- d) **Audit & Finance (B. DiBernardo):** B. DiBernardo was excused from this meeting. E. Katzker reported that there was nothing to report.
- e) **Planning (K. Terwilliger):** K. Terwilliger was excused from this meeting. K. Kuhl reported there is nothing to report.
- f) **Human Resources (K. Lunkenheimer- Slocum):** A. Hennessey has resigned from her seat on the board as she's taken the Director of Sales position for Hilton in a Syracuse property, this left the secretary position in the Executive Committee vacant. E. Katzker opened the vote to approve K. Lunkenheimer to take the secretary position of the board.

**A motion to approve K. Lunkenheimer-Slocum as the new secretary of the Board of Directors was made by J. Hamilton and seconded by E. McElhinney. All were in favor, and the motion was approved.**

**g) Conflict of Interest (K. Lunkenheimer- Slocum):** Nothing to report.

**A motion to approve the Committee Reports was made by K. Pelkey, seconded by K. Lunkenheimer-Slocum. All were in favor, and the motion was approved.**

**V. Group Sales and Marketing Report (C. Dunlap):** We hosted Lisa and Alex Green from Harriet Tubman Tours out of Maryland. They had an in-depth experience of the destination and different activities that are group friendly and Harriet Tubman specific. We're hoping to create multi state itineraries, produce some co-op marketing and see what other ways we can support each other to connect the story from Maryland to Auburn. Also, a reminder of the group of approximately 200 from Philadelphia church of God coming October 15-26<sup>th</sup>.

**VI. Director's Report (K. Kuhl):** Highlighted were the various photoshoots we've had in the county, Short-term rental state legislation, Case Museum tour for county staff, and educational workshop for non-profit cultural historical sites. Provided a short presentation on the success of the Parks & Trails partnership with County Parks & Trails. Comments & questions from A. Gansert-Dagnesi on how to get better traction as it is a great initiative, but results could be better. J. Hamilton recommended reaching out to the Facebook groups such as Friends of Filmore Glen and other organizations for partnerships with them.

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

#### **VII. Unfinished Business**

**E. Katzker:** It was decided that the September 3<sup>rd</sup> In-person BOD meeting will be held at The Sterling Nature Center at 12pm. The November meeting will be one week later than originally scheduled (November 12) to accommodate K. Kuhl, who is a poll-worker and is working on Election Day.

#### **VIII. Announcements:**

- **E. McElhinney:** Erin is attending Virtuoso Vegas Travel Week. Seven days of intense networking, she'll be **discussing Inns at Aurora and Cayuga County as a whole.**
- **D. Dello Stritto:** Thursday nights concerts are still on at Emerson Park. It's going very well
- **K. Grindstaff:** The Seward House is hosting Shakespeare in the Garden Wednesday, August 7<sup>th</sup>
- **J. Hamilton:** Filmore Glen is hosting Bathtub races this Saturday, August 10
- **E. Katzker:** The Rev Theater is opening Bandstand on August 14. The new sidewalk outside of the playhouse is done.

**A motion to adjourn was made by K. Lunkenheimer-Slocum, seconded by K. Pelkey at 9:29am. All were in favor. The motion as approved.**

**Approved by K. Lunkenheimer- Slocum**

**Recorded by Lynne Sweet**