

Cayuga County Convention & Visitors Bureau
Board of Directors Meeting Minutes from October 1, 2024
Via Zoom

Present: Erin Katzker, Erin McElhinney Kate Grindstaff, Doug Dello Stritto, Sara Douglass, Jenny Haines, Melody Smith Johnson, Jacob Hamilton, Amber Gansert-Dagnesi, Kari Terwilliger, Brian DiBernardo, Mike Riley Kristen Lunkenheimer-Slocum, Laura Hahn, Aileen McNabb-Coleman
Staff: Karen Kuhl, Claire Dunlap, Dawn Lubaszewski, Noah Howard, Lynne Sweet

Absent: Ahna Wilson

Excused: Kate Pelkey

Presiding Officer: E. Katzker

Secretary: K. Lunkenheimer-Slocum

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

I. Approval of September 2024 BOD Minutes

One correction, adjournment time was stated as 9:29 am and should have been 12:57 pm. It was corrected.

A motion to approve the September minutes, with the correction, was made by K. Terwilliger, seconded by J. Hamilton.

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 M. Riley

All were in favor, and the motion was approved.

III. Committee Reports

- a) **Executive (E. Katzker):** The tax return audit has been reviewed by the committee.
- b) **Education (E. McElhinney):** Nothing to report.
- c) **Advocacy & Outreach (K. Grindstaff):** Nothing to report.
- d) **Audit & Finance (A. Gansert-Dagnesei):** Nothing to report.
- e) **Planning (K. Terwilliger):** The kayak launch dedication took place.
- f) **Human Resources (K. Kuhl):** K. Kuhl proposed giving committee reports quarterly instead of at each BOD meeting. Everyone agreed.
- g) **Conflict of Interest (K. Kuhl):** Nothing to report.

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

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

We participated in World Tourism Day with Destination Think, 100 Travel Innovations. Cooperative of 100 destinations with the mission to inspire and motivate industry professionals, sustainability advocates, and travelers to recognize the significant impact of their choices and to visit the destinations that are leading the charge in creating positive change. Global Heroes campaign has been successful and

engagement rates have been impressive. The Sweet Treat Trail second basket giveaway is planned and Hibercation for the upcoming season is in the works.

V. Public Relations (N. Howard):

An article about Underground Railroad Month was published by The Citizen early in September. Noah reported some successful pitches which will result in placements. The IFTWA FAM was successful in visiting historical sites, restaurants, etc. Noah participated in the IFTWA conference in Corning, which was very educational.

VI. Executive Director (K. Kuhl):

K. Kuhl covered her entire report. Some highlights are: The IFTWA conference and FAM proved a great opportunity to position Cayuga County as a destination. The STR occupancy report may not be available next year as the service doesn't reflect the increase in cost. The Harriet Tubman Underground Railroad Scenic Byway project is well underway. We hosted a fundraising workshop by Hargrove International on Friday, September 27, 2024, at Potters Farm to Fork in Port Byron, NY. While preparing for this workshop, we identified 39 agencies in the county that fit the qualifications: cultural and historical non-profit organizations with public programming. We had 16 participants. We sent out a questionnaire to the participating organizations to help the facilitator understand our partners. E. Katzker remarked what a valuable program it was. The Erie Canal Bicentennial is coming in 2025. Conversations are taking place with Brutus, Port Byron and Montezuma. M. Riley commented on the need for the communities to come together to be sure everyone is working toward successful events.

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

VII. Unfinished Business:

VIII. Announcements:

- A. Gansert-Dagnesi- Mackenzie Child's warehouse sale is on October 11,12 and 13th. The New Skaneateles Lodge will have 89 rooms which is needed.
- M. Riley asked how the tourism board responds to the algae bloom. K. Kuhl responded that we elevate and support the organizations working to improve the situation.
- K. Grindstaff: the Seward House will have a lecture by author, Zack Flynn on Oct 10, 10 am at the Equal Rights Center. The -Victorian morning culture tour will be on Oct 19th at 11 am, the Haunted history tours start October 26th and go through the 30th. October 24th at 6 pm there will be a performance, "My Dearest Francis" to celebrate the 200th anniversary of William Henry Seward and Francis Seward's marriage.
- J. Hamilton: Fall fest is Oct 19th, 5pm -8pm
- M. Smith Johnson: Grant writing class on Sunday, Oct 13th 4 pm – 7 pm. Melody will send out a link to everyone.
- S. Douglass: ARISE has merged with Exceptional Family Resources
- J. Haines: The city of Auburn is hosting its fourth annual Homerun Halloween at Falcon Park on Saturday, Oct 26th, 3 pm – 6 pm. ,
- E. Katzker: Our Beer, Bites, and Boots is happening tonight at 5:30 pm before the 7:30 pm showing of May We All. The show closes on Saturday, Oct 12th.

A motion to adjourn was made at 9:26 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