ADIRONDACK COAST CULTURAL ALLIANCE

June 13, 2013 Meeting

Ricky Laurin, Chair, convened the meeting at the War of 1812 Museum at 8:00 am on Thursday, June 13, 2013. Present were Ricky Laurin, Melissa Peck, Lisa LaFountain, Kristy Kennedy, Bill Glidden, Margo Kourofsky, John Krueger, Claire Kowlowski, Connie Mandeville, Tammy Brown, Samantha Bellinger, Kristy Kennedy, Amanda Palmer, and Bob Parks.

A motion to accept the May 2013 minutes was made by John, seconded by Kristy, and was approved for the e-mail of minutes.

Financial report: The total ACCA Restricted Income is $3,875. Total expenses for January 1- June 8, 2013 are reimbursement to Susanna Fout, the current ACCA Coordinator fee, website fee, and the passport printing for a total amount of $2,352.45 The net income for this year is $1,522.55. Current Available funds are $1,562.79. A motion to approve the financial reports was made by Amanda, seconded by John and was approved.

New e-mail for Ricky: Ricky will e-mail everyone the e-mail address he would like messages sent to.

Front Desk Training Report: Front Desk Training was a success for those who attended! Tammy has suggested that next year, the ACCA table needs to have a separate person and table from BOPA with more information. Kristy will push for the attendees to take more brochures next year from the attractions. Amanda also suggested we have bags available next year so that they are more inclined to take them.

Museum Weekend: Numbers were not as high as they have been in the past. There were only 6 people who chose to utilize the bussing. There was no coverage from television stations on museum weekend. There was also confused from the State Tourism board with promoting the weekend at June 8-16, which was advertised on WPTZ. Tammy has contacted WPTZ to have the ad removed. To increase numbers next year, we need more committee members. The passport needs to be started in October and be ready for January of 2014 to plan and promote more effectively. We must continue to promote and push the passport throughout the summer as many people thought it was only for the weekend. Bob suggested we print “Summer Long” on the cover and train docents more effectively to explain better to visitors what it is. Due to the decreasing numbers in visitors taking the busses, it was decided the grant money could be better used elsewhere. The space of the ad used to promote the bussing in previous years can now be used to promote the passport.

Miner Activity Booklet Update: The Miner Activity Booklet is now complete! Advertisers received copies. Non advertisers can pick up copies for $1.00 a piece and sell for a suggested price of $2.00 plus tax. The next booklet to be worked on is the Battle of Plattsburgh so that it can come out for 2014. Organizations do not have to wait for ACCA (Ricky) to design theirs. To do so, you must find sponsors and an artist for the drawings.

Clinton County Fair Update: The fair will take place July 16th-21st. ACCA will be located in the same booths as last year and can be set up one week before. The booths will be opening at 2:00pm rather than 4:00 pm. Tammy will send out a sign-up sheet of times and shifts. The shifts will be broken up into (2) 4 hour blocks. It is important to start thinking about what you would like to bring for your display.

New Business: Send your 2014 plans to the CVNHP Advisory Committee by Thursday night or Friday night for what you need. You can send these ideas for a cultural program to Tammy. The plans should be a small paragraph for something you would like funding for in 2014. The Chamber is hosting “Marketing on a Shoestring Budget” for non-profits on June 27 from 8:00 am to 10:00 am. Melissa McManus will be in and talking about grants and what is available. There will also be a reminder on how you can use the chamber for marketing. Please RSVP to Kristy to let her know you are going.

Coordinator Report: Let Tammy know if you need access to the Facebook. The ACCA Facebook is meant for everyone to use and Tammy encourages you to sign on and promote your events and news. As a reminder, Dozer Days was included in the passport because they have paid dues to be included. Tammy is a member of the AM Kiwanis and would like ACCA members to know that if your organization has children’s programs, you can make a presentation to get funding from Dozer Days.

After a brief discussion on the planning of a local round table conference, it was decided that a fall date would work best for most organizations.

Updates/Upcoming Events: Destination Master Plan: Then next Destination Master Plan meeting will take place on July 11th at SUNY Plattsburgh. The Rulfs Orchard Strawberry Festival will be taking place on June 29th. Contact Shannon Rulfs if you would like to be involved.

Please remember to send all events to Tammy in 25 words or less to be added to the website.

The motion to adjourn was made by John, seconded by Kristy. The meeting was adjourned at 9:40 am. Thenext ACCA Meeting will take place on July 11 at 8:00am at the Myers Fine Arts Building.

Respectfully Submitted,

Lisa LaFountain

Secretary