

Adirondack Coast Cultural Alliance - Meeting

Thursday, October 8, 2015, 8:30am @ Schuyler Falls Town Hall, Morrisonville



Present – Ellen Adams (ACCA President & Alice T Miner Museum), Don Wickman (KDL), Ricky Laurin (ACCA Past President, ATM Volunteer), Julie Dowd (NNYACGS/CCHA), Geri Favreau (CCHA), Jane Kelting (Lyon Mountain), Jacqueline Madison (NCUGRHA), Karen Batchelder (CEFL Library System), Kristy Kennedy (Chamber/Visitors Center), Samantha Bellinger (PSU Art), Dick Brogowski (Town of Plattsburgh Historian), Barb Benkwitt (Town of Schuyler Falls Historian & ACCA Secretary).

The meeting was called to order at 8:35 am by Ellen Adams with thanks to Barb for hosting. We all introduced ourselves to Dick Brogowski, new Town of Plattsburgh Historian; this was his first ACCA meeting.

Minutes of the September 17th meeting – Motion to approve minutes made by Ricky, 2nd by Don – passed.

Treasurer's report – Ellen reported for Helen that \$75 income received this month (dues), and outgo \$200 (for coordinator), leaving a balance of \$2341.56. Since this report was brief, acknowledged rather than voted on.

Coordinator Report - Melissa not able to attend (ill pet, going to vet) so Ellen reported on her behalf.

- *Art in the Adirondacks Regional Calendar* – this is another place to post events
- *NYS CulturalEd.org* – organization works across all of NYS – check it out.
- *Adopt an Attraction* Feedback from Lyon Mountain Railroad and Mining Museum – Jane shared this was great for their museum. Volunteers painted and did other tasks. She would highly recommend other attractions take part, and that the Chamber 'matching' and facilitating the initial meeting between service group and attraction was important. Kristy added that this is a public/private partnership since, for example, some hotels are looking to partner and thus will have more insight on the venue to promote to their guests. Lyon Mountain is a success story. Attractions should ask for anything/skill from, for example, roofing to handicap ramp to dusting shelves. The Chamber will facilitate the first meeting to ensure that the 'match' is right. Kristy encouraged more attractions to sign up – CCHA, KDL, NCUGRHA, Mooers Library are now on the list; Karen will alert other libraries as well to possibly sign-up.
- *New Professional Development Opportunities* - Those opportunities are now highlighted on our ACCA webpage on www.adkcoastcultural.org.
- *NYS Council for the Humanities* – There is a Grant Workshop scheduled in Plattsburgh (October 23rd, 10a-12 noon, at Plattsburgh Library Auditorium, Oak St)
- *NYS Council for the Arts* – DEC (Decentralization) Grant Applications are due October 26th. Information is available on <http://www.adirondackarts.org/support-the-arts/dec.php>
- *Pomeroy Foundation Historic Marker Grant Program* – New! Legends and Lore (deadline October 31st 2015 or June 30, 2016. <http://www.wgpfoundation.org/index.cfm/nys-historic-grant-programs/legends-lore/>)

Old Business

Kristy Kennedy – Chamber of Commerce/Adirondack Coast Visitors Bureau Updates –

- Kristy reported that she is the TPA (Tourism Promotion Agent) for Clinton County, and the North Country Chamber is the Tourism Promotion Agency. As discussed last month, Kristy and her team (Amber and Alyssa) are part of the Adirondack Regional Tourism Board, a group who markets our 7-county region, and meets periodically to plan strategies. They also get money from the state to be used for marketing the area. In her role as TPA, Kristy can get others access to 'CMORENY' which then connects to I Love NY and Path Thru History sites, so others can put in their events. The Chamber represents the entire county as TPA in the I Love NY programs; there are advantages to being a Chamber member, for example, to have enhanced listings. This new access will allow us all to put our events out to a wide audience.
- Going along with this, the Chamber is offering Customer Service seminars on Wednesday, November 4, 2015 at the Chamber, from 8:30 am to noon. This is open to all, and includes a session on Google SEO (search engine optimization) to show folks how to get their best info on the web. The second session is on the I Love NY Database and how to use it. Contact Alyssa Senecal at the Chamber to register for the seminars.
- Kristy also shared that the Chamber will unveil a new website in November, 2015. The Media Kits for 2016 are being prepared and will be working on the Passport again next year. Any updates to the Travel Guide need to be in ASAP as it will go to print within a couple of weeks. Check your listing now and get updates to Kristy or Amber Parliament right away.

New York State History Month (November) – Ellen reminded us that November is almost here. Perhaps next year ACCA can coordinate/plan special events for November.

Lake Champlain Weekly—Helen Nerska will have an article in October's Museum Corner. Months assigned at the meeting are: November – Samantha/PSU Art; December – Jane / Lyon Mountain; January – Don / KDL; February – Jackie – NCUGRHA.

New Business

Report from Champlain Valley National Heritage Partnership (CVNHP) International Summit meeting in VT -

Ellen reported that she, Don Wickman, Celine Paquette, Janet McFetridge, Helen Nerska and Melissa Peck all attended the meeting held on Ile La Motte. This meeting is held yearly by the Lake Champlain Basin Program which is the designated organization receiving funding through the National Park Service. Representatives from NY, Vermont and Quebec attend and share stories about their successes in this region. Successful projects presented included CCHA's grants, trapping boats, and the French Regiment. Each year a topic will focus on one initiative for awarding grants for local heritage, signage, etc. The initiatives are – Making of Nations, Corridor of Commerce (2017 focus, in conjunction with the world canal summit in Syracuse, NY), and Conservation and Community (2016 focus, in conjunction with the 100th anniversary of the National Park Service). This summit meeting will be held in Quebec in 2016, with a tour of the area prior.

NYS Women's Suffrage Centennial (2017) – Ellen attend meeting on this, encouraging developing programs on suffrage for 2017. There is no comprehensive history of women's suffrage in New York State. This is a great opportunity for each local area to research and present information about suffrage (and anti-suffrage) in each local area, which when compiled could generate that comprehensive history. CCHA has some plans in the works with Helen Nerska and Penny Clute. Inequity in employment and pay was mentioned and extending the suffrage concepts to research on equity in participation in the democratic process politics, etc.

2015 Passport Drawing – Ellen shared a very complimentary letter received about the Passport program from someone who had used this incentive to visit all the venues. Discussion ensued about continuing the prizes and drawings for at least another year, how to generate more interest, and perhaps holding off the award drawing until November. At the next ACCA meeting an ad hoc committee will be named to work on the Passport and some new ideas, like a map of venues, history related prizes, etc. The Chamber is very committed to the Passport concept.

16-14 stamps, Ausable Chasm – Cindy Bruneau, West Chazy (3 entrants); 13-11 stamps, Mo's Pub & Grill – Charles Staves, Plattsburgh (2 entrants); 10 or less stamps (4 entrants) – Parker's Maple Syrup, Susan Welch, Plattsburgh; Connecticut Peddler CD's – Katy Ann Turner, West Chazy. CCHA has the prizes and will ensure the winners receive them and will put out a press release with the results.

Static Plane Display at the Base – Geri mentioned Gordie Little expects some info soon on restoring the planes on display outside, which are very popular.

Brochures Placement at Beekmantown Visitors' Center on I-87 South – Don checked into the prices for placing brochures there, which is controlled by the Adirondack Regional Council. They get over 115,000 visitors stopping each year coming South from Quebec. The yearly cost is \$250; for placement June-October, the cost is \$225. Don was able to negotiate a \$25 price break if 3 or more ACCA members were to place brochures. A minimum of 500 brochures must be provided. Kristy mentioned that the Chamber places the Travel Guide there which includes all of the attractions. She also mentioned each rest area has a different cost for placement and is managed by different organizations. Contact Don if interested; will discuss further next meeting.

Museum Reports

CEFLS (Karen) - Karen suggested museums might consider a discount entry fee with a library card. Most libraries have free passes (2 adult/2 kids) to the Wild Center that can be checked out. At the recent NNYLN (Northern NY Library Network) conference the library in Saranac Lake described their project to digitize over 20K historical photos they have; many are now available on their website, and comments can be added on-line thus adding to their historic value.

PSU Art (Samantha) – The Tibetan Festival is ongoing through November with events, talks, displays and activities many days each week. This extensive of a Festival is a special part of the North Country.

NCUGRHA-UGR (Jackie) – The 5K Walk/Run at Ausable Chasm is October 17. Sign up on the website!

Meeting was adjourned at 9:52 am

Next Meeting – November 12th, 8:30 am at Clinton-Essex-Franklin Library System office 33 Oak Street, Plattsburgh, hosted by Karen Batchelder; topics to include Passport 2016

Respectfully submitted,
Barb Benkwitt, ACCA Secretary

Upcoming dates:

Conservation Workshop in Elizabethtown (October 16); CCHA 70th Anniversary Party and Fundraiser (Oct. 24) Chamber of Commerce Customer Service Seminars (November 4th); November, New York State History Month