

Adirondack Coast Cultural Alliance Minutes - Meeting of April 12, 2018



President Ellen Adams called the meeting to order at 8:40 am, Thursday, April 12, 2018, at the Schuyler Falls Town Hall meeting room in Morrisonville. Thanks, Barb for hosting and snacks! Though all were present at 8:30 am, we delayed official starting time in case others were on their way.

Present: Ellen Adams (Alice T Miner Museum, pres.), Barb Benkwitt (Town of Schuyler Falls, Sec'y), Julie Dowd (CCHA & NNYACGS), Jane Saxe Kelting (Lyon Mountain Museum), Rick Laurin (ATMM), Leni Vradelis (ATMM & Champlain History Center), Don Wickman (Kent Delord House Museum).

The **minutes** of the March 16th meeting were approved by consensus as written. There was discussion regarding marketing and publicity for all venues relative to discussion last month. Leni mentioned that many local hotels only had flyer for a few venues. Don said there is a fee for rack placement inside hotels as that space is rented to a person who sells rack space. This year's Passports should be available next month. Corrections submitted are hopefully included. Don shared that he had placed an **all-weather plastic brochure holder outside** of the Kent Delord House Museum, filling it with House information as well as the current Passport. People readily took the information as they passed by. All in attendance thought this was a great idea. A quick web search showed the holders likely are available via ULINE or Amazon.

There was **no financial report** this month. Melissa [coordinator] and Alyssa [Chamber] are following up and will have a full report next month when we meet at the Chamber. Dues for ACCA are requested starting in September so that by end of the year we will know how much extra is available for the following year.

Melissa was not able to attend so there was **no formal coordinator's report**. Ellen suggested that Melissa would always encourage all to submit their events to her so she can distribute to the email list, post them on the ACCA website, and on Facebook. Also, plan Museum Days events to prepare for publicity request for Press Republican.

Museum Weekend Planning

"Clinton County Museum Days" coincide with Path Thru History Weekend, on **Saturday and Sunday, June 16 & 17 from 10 am to 4 pm**. Realtor/Political type signs were discussed—once we know how much money is available, ACCA would get some for Museum Days (and more). **"EVENT TODAY"** in black letters on yellow signs was the consensus. Discussion ensued re importance including in the publicity only those venues that will be open both days for the full time span. The publicity will state these venues are open Saturday Sunday 10-4pm – those who cannot be open the full times will not be included in the publicity – the adverse consequences are detrimental to all. It's not fair to those who are open, and if promoted but then closed – visitors are unhappy and share that – and negative publicity results. Suggestions included contacting AmeriCorps-VISTA (Mike Betz, who spoke with us last month) who may be able to coordinate volunteers to staff locations. Early planning is key. The Alice is trying an open house on May 5th with volunteers as greeters even though they may not know everything about the museum – they can at least take questions while still letting folks visit. Don also suggested that he's successfully used a simple tri-fold brochure / self-guided tour so people can go through the House on their own, thus lessening the number of volunteers needed while still accommodating a lot of visitors. And isn't increased visits what we all want? More people to see and learn about our wonderful history and culture? Barb also mentioned that we do plan to put out a flyer to the libraries and schools to publicize Clinton County Museum Days.

Museum Reports and Miscellaneous Sharing –

Ellen mentioned that Bill Laundry had advised her that the **Old Base Chapel would be open for Museum Days**.

Clinton Country Historical Association & Museum [Julie]– Jan Couture has a project to update Marjorie Lansing Porter's tours of the area. Other area tours exist – around downtown, the Old Base, bicycle tours, etc. Self-guided tours seem a great way to promo the area, for visitors and for locals who really don't know about their area. Julie is working on a list of Clinton County soldiers from World War I. Kevin Farrington has joined the CCHA Board.

Adirondack Architectural Heritage – The July 17 conference meet/greet in at Hotel Saranac is planned.

Clinton-Essex-Franklin Library System - After the meeting, Barb emailed Karen for more info on Clio or Cleo or good websites on which to post info. Karen had mentioned a site last month, and said she'll search and reply.

Alice T. Miner Museum [Ellen/Leni] – Their Board will host a May 5th open house. July 14th is a World War I fair in conjunction with the Miner Institute, and held at the Institute (near barns and admin). This recalls the Fair for the American Red Cross held 100 years ago. Exhibits and displays, period cars and costumes (including a contest for guests wearing period attire) are planned. They are accepting artifacts loaned for display. Jane may have some from Lyon Mountain. Contact Leni.

Kent-Delord House Museum [Don] - Contractors and renovations are planned at the House – paint analysis, repainting the exterior, front shutters being repurposed to the east and west facades, new shutters on the front. The house may have been linen white, with barn red back! During Museum Days, a World War II military exhibit is planned for the grounds. During the Battle of Plattsburgh commemoration, there will be a military muster. Don has been raising funds, applying for grants and sponsors. Sponsors, depending on giving level, get noticed on Facebook that seems to be positive and encouraging sponsorship.

Museum Corner in Lake Champlain Weekly [Ellen] – Volunteer authors needed! Contact Ellen who coordinates submissions. Museum Days will be promoted soon (Ellen volunteered). Don will have an article on historic paint analysis once that is completed. Jane may have something on the mines. Articles should be 600 words or less, include color photos in .tiff format preferred rather than .jpeg, sized great than a megabyte. Any topic is fine!

Meeting adjourned 9:50 am. Calendaring to be continued at next meeting!

NEXT MEETING –

**Thursday, May 10th, 8:30 AM at the Chamber of Commerce, Route 9, Plattsburgh.
2018 Passports will be distributed so please attend to receive yours!**

(June 14th meeting location – Clinton-Essex-Franklin Library System offices, Oak St, Plattsburgh)

Respectfully submitted,

Barb

Barb Benkwitt, ACCA Secretary