ADIRONDACK COAST CULTURAL ALLIANCE

Minutes of the May 16, 2012 Meeting

Rick Laurin, Chair, convened the meeting at 8am at the Plattsburgh Library auditorium. Present were Rick Laurin, Tammy Rock, Susanna Fout, John Krueger, Jerry Bates, Helen Nerska, Tricia Davies, Carol Lowery, Kristy Kennedy, Bill Glidden, Don Papson, Amanda Palmer, Jeanine Scherline, Margo Kourofsky, Barb Benkwitt, Jim Brangan and Stan Ransom.

Upon motion of Jerry Bates, seconded by Amanda Palmer, the minutes of the April 18th meeting were approved with a correction to include the celebration on Museum Day of the Schuyler Falls Historical Society.

Transportation for the Museum Weekend was discussed. Rick had quotes from First Transit and from Ground Force I. It was decided to have two buses and to have them only on Saturday, June 2nd. Jim Brangan offered to fund the bus cost from the Heritage Partnership Program, which was gladly received by the ACCA members. Thanks, Jim!

Kristy Kennedy announced that she has 50,000 red maps of our museum and city sites to distribute. It was decided to give them out with the 5,000 Passport folders on June 2 and throughout the summer. She also has magnets to give to each Passport person. Completed Passports are to be mailed or given to the Alice Miner Museum or to Kristy Kennedy at the Chamber.

Rick and Susanna will get together to plan the distribution of the Passport and map. Passports will be printed by Studley Printing and should be available by May 23rd at the War of 1812 Museum.

Jim Brangan passed out examples of Civil War Trading Cards, a new project to focus on Civil War and other historic sites and suitable for trading and collecting. We should do the same with our focus on the War of 1812. We need images and text up to 50 words. We will plan to do this by the 1814 Bicentennial. These would not be sold but would be distributed by museums, etc. Lots of ideas come to mind. Commodore Macdonough’s signature, pictures of artifacts, kid’s stuff, games, ships, etc. They could also have QR (Quick Response) codes giving more information to those with smartphone readers.

Interpretive sign Mini Grants will be available, covering folklife, fishing, and camps. The Heritage Program will soon have $400,000 in funding to use for these and other promotions.

Future plans include Youth Oriented Heritage Arts Performance grants, with kids involved in art that depicts our heritage. Another idea is a Cultural Exchange among New York, Vermont, Canada, England, New Netherlands, France, etc.

In 2013-14 there may be a Water Trail Development Grant, a high school student driven development of new water trails, based on the one in the Childrens Forest in California. Another is a small grant to bring students to heritage sites with a School Bus Mini Grant.

There will be grants of up to $10,000 for War of 1812 grants in 2013-14 for events, interpretation and marketing programs. John Krueger will be the conduit for ideas.

Kristy announced the Business Expo on June 7th on the Power of PR, from 10-2pm. Also at Clinton County Fair there will be an ACCA booth, which we need to design and decorate. It needs to have us staff the booth from 4-10pm each day of the fair, on July 17-22. We will have a sign up sheet available for next ACCA meeting, June 20th. Please plan to sign up for this important PR activity.

Stan will not be able to arrange for early access to the Library, as he will be retired by June 1st.

We will need a place to meet. Rick can decide where.

Respectfully submitted,

Stan Ransom, Secretary. Thanks to Tammy Rock for the last parts of the Minutes!