**Minutes of the Adirondack Coast Cultural Alliance Meeting,**

**June 12, 2014**

Chair Ricky Laurin called the meeting to order at 8:04 AM on Thursday, June 12, 2014 at CCHA (Clinton County Historical Association & Museum), Plattsburgh, NY. Present were Bob Parks, Roger Black & Nicole DelVecchio (Press-Republican), Jim Brangan (LCBP,CVNHP), Amber Parliament (Chamber, Visitors Bureau), Amanda Palmer & Ellen Adams (The Alice), Dave Deno (BOPA/PAFBM), Samantha Bellinger (PSU Art Museum), Bill Glidden (Town of Plattsburgh), Kelly Frederick (Imaginarium), Jane Saxe-Kelting (LMMRR), Jackie Madison & Marlene Almodovar (NCUGRHA), Don Wickman (KDL), Helen Nerska & Geri Favreau (CCHA), Julie Dowd (NNYACGS, CCHA), Ricky Laurin (ACCA+), John Krueger (City, LCBP), Barb Benkwitt (Town of Schuyler Falls), and Melissa Peck (ACCA Coordinator & CCHA).

Welcome to all, especially those joining us for the first time – Kelly Frederick of Imaginarium, and Marlene Almodovar of the North Country Underground Railroad Historical Association. Bob Parks of the Press Republican introduced Roger Black and Nicole DelVecchio for a special presentation. Introductions were done after the presentation.

TextCaster Presentation by Press-Republican (Nicole & Roger)

This is a new way the P-R will allow subscribers to get text or email alerts on topics of their choosing. This is permission-based, and free (for now). The museum/ gallery community could set up alerts in advance to be sent to subscribers as event reminders. So as not to overwhelm subscribers there should be no more than 3 texts sent each week. An administrator would coordinate the organization submittals for texting. Suggestion is for ACCA coordinator to facilitate, referencing new events on the ACCA website. Roll-out of TextCaster is planned for July, 2014, and Bob & team will let us know when it is ready to be used. More discussion needed for effective use and not over-use. Info sheets were distributed.

Secretary’s Report/Minutes Approval –

Since minutes of the May 8, 2014 meeting had not been emailed to all, they were distributed at the meeting, with approval was deferred until the next meeting, when both the May 8th and June 12th minutes will be approved.

Financial Report/Approval –

Financial report Jan 1 through June 4, 2014 was provided. Current balance is $2690.39. Jim requested the June 4 deposit entry for the coordinator grant indicate New England Interstate Water Pollution Control (NEIWPCC–LCBP, not New England Waste Services). Helen asked about the Rulfs Orchard donation of $300 for the Activity Books, suggesting that should not co-mingle that with the general ACCA account. Ricky said he thought that separate accounting had been the agreement, so will work through those details with Maurica, the CCHA finance person. Re the question of ACCA’s need for money over and above the coordinator grant, Barb mentioned additional ACCA money could be used for Museum Days publicity next year, since ACCA as a larger group should get better pricing than individual museums. That will be discussed further. With those changes, John moved and Don seconded. Financial report approved.

Coordinator’s Report – Melissa Peck

Melissa thanked all for submitting their info promptly; Bob Parks commended Melissa and ACCA for submitting Museum Days info on time and well. Discussion ensued about Museum Days and the desirability to have statistics on Museum Days’ attendance. Melissa will send out an email requesting specific info (visitors & volunteers/hours) so we can track what efforts work.

Continue to submit events for the website. Re Facebook administrators – John and Helen can be removed so that Samantha can become an administrator. Website updated and now getting about 40 hits a day. Don questioned details of website hits; Melissa will report back. If ACCA is your start page the stats may be skewed; Melissa changed away from ACCA start page at CCHA, FYI.

CVNHP – linkages with Essex County and others – Jim Brangan

Jim has met with CVHN – the Essex County group – and others. Stakeholder groups differ from area to area – 11 countries, 9000 square miles. They all meet twice a year – this year at the Plattsburgh Summit is scheduled for the end of September with the budget approval planned for late October/early November. It is important for ACCA to connect with the other Chambers/regions and promote events in the Champlain Valley National Heritage area. Enhanced collaboration shows success. We will share Essex County’s information with ACCA’s Clinton County contacts and vice-versa. Increase visibility of CVNHP. Keeping Jim informed on ACCA efforts allows him to share that with the other regions.

Museum Days and Passport Update and Hospitality Training– Amber and group

Positive feedback shared on the current passport and the P-R promotions. Increased attendance at this year’s Museum Days. Asking for feedback, there were a number of suggestions about the Passport for next year – consider branding consistency with ACCA logo and colors which was not consistent this year with previous years; add QR codes; put organization logos on the front of the Passport; ensure prize donors know what they are getting in terms of ads & PR; a committee; strongly encourage the Dozer Days group to avoid the first full weekend in June – keep it special for Museum Days; plan to be at Dozer Days to promo; passports distributed at hotels; determine more Museum Days promotions (schools, yard signs, posters, radio, teacher resource center, Crete, GP, Liberty Tax, signboards, Cumberland 12 ads) for next year; feedback forms. We plan to revisit Museum Days and Passport 2015 starting in November, 2014. Remember – inexpensive copying available at the County Office Building for any non-profits.

Hospitality training was well-received as a networking opportunity with other venues as well as hotel/front-desk people.

Updates from the Group

***LCBP/Jim Brangan*** – CVNHP Grant Ideas/Workplan Discussion for FY2015-16 - Local heritage grants will continue in 2015. Also ongoing are wayside exhibits, annual summit for NY/VT/Quebec, regional stakeholder coordination. Emerging issues will be identified in October 2014 for funding in September 2015 for Field Season 2016. In 2016, the theme will be Conservation & Community (interpreting and practicing conservation) in conjunction with other New York Heritage area partners (Erie, Hudson, Niagara Falls) and the National Park Service’s 100th anniversary. (ACCA had suggested education for 2016.) Jim will bring the documentaries ‘Voices of Vermont’ to the next ACCA meeting as an example of what kids did in VT which could be implemented in the Champlain Valley-Northern NY, thus involving students/education. Discussions will continue over the next 3-4 months/meetings. Ideas include artist residencies, interpretive theme grants, strategic planning services, barn-raising, mill restoration feasibility, recreation/paddle trails, visitor center/youth education. 2015 is more recreation theme.

***City/John Krueger*** *-* John is, with Geri Favreau and Helen Nerska, successfully plotting out an historic trail of 20 sites in Plattsburgh (grant funded). John indicated he is ready to let someone else take the vice-chair role. The question of term limits for officers was brought up. The ‘exec committee’ will meet before the next meeting for further discussion.

***Chamber/Amber*** – Informal workshops on promotion was held for PAFB, BOPA, KDL and NCUGRHA. Seasonal mailings for motor coach groups included the Passport as a gift to them.

***KDL/ Don***– A new 1st Thursday Rotary Group will be held at KDL. The NY Council of the Humanities awarded a grant to KDL for a kids’ encampment on the Battle of Plattsburgh. Don and his Garden Club will be on Across the Fence on June 26th (WCAX). July 12th will be a barn dance and family activities before the Mayor’s Cup fireworks. Kevin Christman, author, will speak on July 24th.

***NYS Military Museum/Bill Glidden –*** Civil War exhibits and tours are in Albany the 1st Thursdays of each month, including flags.

***UGR/Jackie & Marlene*** ***–*** Along with Marlene, Charlie Crowningshieldhas joined the museum staff. Tom Calarco/author is scheduled for August 10, Don Papson and Tom Calarco finished their book with a signing in late Fall/early Winter.

***CCHA/Melissa*** – CCHA has event on June 14-15 for re-enactments, old Base/Oval historic walks Jun 21/Jul 26/Aug 16/Sep 20 (John Krueger and Jan McCormick), tracing the history from 1609 to 1944. Joe Bebo will speak on his Aiken’s Volunteers book. Vickie Evans will share, on Jul 7, soldiers and families to the Civil War, and unveil the Civil War veterans’ book (CVNHP grant-funded). Kids camps are July 9-12 and July 16-19 with Matt Hewson. The Plattsburgh idea and training camps will be presented in August.

***Rouses Point Historical/Geri*** – A soft opening will be July 5th weekend. ***BOP & PAFB/Dave*** – We’re open; great PAFB start.

***Imaginarium/Kelly*** – Moving forward! Positive comments made on the front façade/entrance signage now visible from Route 9.

***Lyon Mountain/Jane*** - Open Wednesdays and Saturdays from 10 to 2. Sports-themed exhibits, especially bobsleds.

***NNYACGS Genealogy/Julie*** – Open Wednesdays and usually 2 Saturdays a month. Lots of genealogy books received.

***Plattsburgh State Art/Sam*** – The art history course is still accepting students – Thursdays 12-1:30 from May 29-July 17. Kids Day is June 21 to recognize Rockwell Kent’s birthday. No farm tours as yet. Summer Safari art camp will be July 21-25 for ages 5-7.

***ACCA & APHNYS/Barb -*** Mayor’s Cup and Macdonough Monument Tours on Saturday July 12 – Ricky, Barb, Julie and Jane will staff ACCA in shifts from 10A-6P. The June 6th BOP conference sponsored by APHNYS was a success with about 50 people involved across attendees, speakers and exhibitors (including Rick from ACCA). Pomeroy Foundation historic marker grants due Fall, 2014.

**AND** – ***Last but NOT least*** - This is ***Amanda Palmer’s*** final meeting as she is moving on to new opportunities pursuing her art. The members and friends of ACCA express many thanks for Amanda’s shepherding the ACCA group from its inception to the present, as noted on a framed certificate of thanks. Hearty acclamation! Hear, hear! ***All the best to Amanda in her new endeavors.***

**Next meeting –**- **Thursday, July 10, 2014,** **8:00 AM**

Kent Delord House (carriage house), 17 Cumberland Ave, Plattsburgh 518-561-1035; park on the street.

Motion to adjourn by John; seconded by Jackie. Meeting adjourned at 9:59 AM.

Respectfully submitted,

Barb Benkwitt

ACCA Recording Secretary