

# ADIRONDACK COAST CULTURAL ALLIANCE (ACCA) YEAR END REPORT 2013

## Activities and projects sponsored by the Adirondack Coast Cultural Alliance:

1. Participated in the annual front desk training provided by the Adirondack Coast Visitors Bureau. We manned a table for ACCA and had 100% participation from all members of ACCA. This gives us an opportunity to share our organizations with local hotel staff, marina staff, and campground owners. They are our best tourism advisories.
2. 6<sup>th</sup> Annual Museum Days, co-sponsored by the Press Republican: June 1-2, 2013
  - a. Hosted by ACCA and the Press Republican, Museum Days is a weekend where participating museums, galleries, and other cultural institutions in Clinton and Essex Counties offer free admission and provide special events to all. 2290 visitors were reported in 2013 by 12 participating historical and cultural centers. We had an additional 3 organizations that did not report their visitor numbers so we suspect that the numbers are bit higher. However we believe the participation of visitors is lower for 2013 then 2012 due to very humid and hot weather.
  - b. During Museum Days, visitors were able to present an ACCA Passport for a stamp at each participating heritage attraction. Participants who received a stamp from each attraction and filled their passport were eligible to win selected prizes donated by local businesses. The passports were free to participants and effective during Museum Days and throughout the summer to be submitted to ACCA by September 12, 2013.
  - c. Thanks to a grant provided by the Champlain Valley National Heritage Partnership (CVNHP), ACCA was able to provide a free bus service on June 1st, the first day of the weekend, from 9:30am – 4:00pm. Due to the lack of participation in the bussing portion of the program ACCA has decided not continue this portion of the program forward in the future. We feel that the grant funds could be better used for other opportunities.
  - c. For a complete list of participating venues and prizes visit: [www.adkcoastculturalalliance.org](http://www.adkcoastculturalalliance.org)
3. Clinton County Fair: July 16-21, 2013
  - a. Thanks to the efforts of the Chamber of Commerce, ACCA was provided a double booth at the Clinton County Fair for the purposes of promoting ACCA as a group and the cultural, artistic, historical and museum communities we serve. The booth included artifacts and information from each of the participating organizations that are members of ACCA. The Clinton County Fair has over 30,000 visitors per year. ACCA had over
4. Activity Books
  - a. ACCA produced its first educational activity coloring book in a series of historical and educational coloring books that are planned. This first book features William and Alice Miner and the impact they had on the Clinton County Region. It included images and information on the Hearts Delight Farm, Champlain Valley Physicians Hospital, The Kent-Delord House, Chazy Central Rural School and various other projects throughout the region. These coloring books are now available to purchase at various organizations and institutions, with the profits being set aside to help fund the next coloring book in the series which will include the 200<sup>th</sup> Anniversary of the Battle of Plattsburgh. By the end of 2014, we hope to have three books (possible four) in the series available to the public.

## Ongoing meeting discussions:

1. Our social media has increased, our coordinator (Tammy) gave a Facebook 101 class and taught everyone how to use it as they are all administrators now.
2. Website improvements made: coordinator is working closely with members to keep events posted regularly along with photos that will catch the visitor's eye.

3. Future of ACCA, especially in relation to “Destination Master Plan.”
4. Grant Opportunities shared with members.
5. Continue to look at promotional tools:
  - a. ACCA will be designing a travel brochure that will include all the cultural and historical sites that our members promote. This will be ready in early spring for the 2014 summer tourism season.
  - b. ACCA will be working closely with the Adirondack Visitors Bureau to redevelop the annual Museum Days/Summer Passport. The Adirondack Visitors Bureau has volunteered to assist ACCA with this program as they see it as a great value to the community and visitors throughout the summer.

**Additional Updates from museum members of ACCA:**

1. Clinton County Historical Association reported that they held over 40 low to no cost programs for visitors throughout the year. They were also awarded a \$5000 grant from the Lake Champlain Basin Program to develop a digital touch screen display. Also partnering with local and regional entities, they were able to promote and publish historical images of Clinton County.
2. Battle of Plattsburgh Association reported their success at holding War of 1812 Boot camps that allowed visitors to be submerged in everyday life as a soldier, learning the skills to be a historically correct re-enactor for this time period. They also held their annual celebration of the Battle of Plattsburgh with record number of visitors, plans are already in motion for the 200<sup>th</sup> Anniversary in 2014.
3. Alice T. Miner museum reported that they had a busy and successful 2013 season including over a dozen free public programs. The director believes that the William & Alice Miner Coloring and Activity book has been a wonderful addition to their toolbox in telling the story of Alice and William Miner and has been enjoyed by many visitors.
4. The Lyon Mountain Mining & Railroad Museum reported that they had a very successful season kicking off their year during Museum Days. The 2013 season also marked the opening of a new exhibit for them titled; “Sports in the Mountains”. This exhibit covers a wide variety of sporting activities from baseball to bobsledding. The bobsled, “Iron Shoes” is once again on exhibit.

**Additional Updates from Historians (members) of ACCA:**

Report from Jerry Bates: Town Historian for the Town of Plattsburgh:

1. Participated, along with various other members from ACCA, in the development of a Plattsburgh-Clinton County Chamber of Commerce sponsored historical information map illustrating actions during the British Invasion and subsequent Battle of Plattsburgh August 31 – September 14, 1812. Copies of the map were produced for public consumption and distributed through highway visitor centers
2. With the support of a volunteer historian, much of our attention this year was focused on creating a database listing over 2,000 civil war veterans from the Town of Plattsburgh or other veterans who were buried in the Town.
3. The Civil War Veterans Database initial research results were put on display at the Town Hall during June and July, opening Museum Days Weekend. An advanced display was offered at the Northern New York American – Canadian Genealogical Society Conference in Dannemora, NY in September.
4. The Town observed the 200<sup>th</sup> Anniversary of British Colonel Murray’s raid and the dedication of a Pike’s Cantonment historical information exhibit on Saturday, July 17 in remembrance of the 200 men who perished at the Cantonment during the winter of 2013-14.
5. Town Historian and Deputy Historian worked together with the Battle of Plattsburgh Commemoration Committee to observe the skirmish at Halsey’s Corners, the American’s last

stand before the British forced their way in to occupy the Town and lay siege to forts across the Saranac River. The Pomeroy Foundation granted the Town of Plattsburgh a Historic Marker at the site. They also provided a historical marker Historic Marker for the Encounter at the Morrisonville Bridge where the British were stopped from crossing the Saranac River to get behind American lines and attack Forts Brown, Moreau and Scott from the rear.

6. The Lakes to Locks Passage grant for a two-panel kiosk to inform visitors about our Town with historic images and text is expected to come together for presentation sometime this fall.

Report from Gary Vancour, historian for the Town of Beekmantown:

1. The Historians for the Towns of Beekmantown and Plattsburgh, along with the Adirondack Coast Visitors Bureau (North Country Chamber of Commerce) are planning a conference highlighting the 200th Anniversary Commemoration of the Battle of Plattsburgh for the Association of Public Historians of NYS, Region 6 in June, 2014.
2. Worked in partnership with the Woodmen of the World in obtaining, erecting, and dedicating a flagpole and flags for the Culver Hill Historic Park in the Town of Beekmantown.
3. Applied for and received grants from the CVNHP/LCBP for two more wayside exhibits; developed those interpretive panels for the Culver Hill Historic Park which are now part of the War of 1812 Interpretive Trail.

Report from John Krueger, City of Plattsburgh Historian

1. Keynote speaker at the 236th Anniversary of the Battle of Valcour at Clinton Community College sponsored by the Saranac Chapter of the Daughters of the American Revolution.
2. December 6 served as master of ceremonies (in the persona of Civil War Medal of Honor recipient Francis Bloodgood Hall) at the Chamber's centennial luncheon held at the West Side Ballroom. In front of a crowd of 270 business and local officials presented a humorous and largely accurate portrayal of life in Plattsburgh during the last hundred years (even though my character died in 1903).
3. Continued to play a leadership role as chair of the HAPAC and member of the LCBP executive and steering committees throughout the year. This including chairing, speaking, and working on various projects at numerous meetings that encourage the growth of historical tourism throughout the Champlain Valley and the Adirondacks.
4. Continued to play a leadership role as member of Clinton County's Strategic Tourism Planning Committee: participated in the community forum with Vision 2 Action on the Destination Master Plan at Clinton Community College in April and the associated events, including participating in a two-day retreat at the Hampton Inn and filming an episode of Mountain Lake Journal.

Enclosures:

1. ACCA Passport
2. Copy of Museum Days Advertisement featured in the Press Republican.
3. Copy of William and Alice Miner Coloring and Activity Book.