

## Adirondack Coast Cultural Alliance - Meeting

Thursday, June 11, 2015, 8:30 am @ Plattsburgh State Art Museum, Myers 232



**Present** – Ellen Adams (ACCA President & Alice T Miner Museum) Ricky Laurin (ATM & ACCA Past President), Jane Saxe-Kelting (Lyon Mountain), Melissa Peck (CCHA & ACCA Coordinator), Julie Dowd (NNYACGS/CCHA), Geri Favreau (CCHA), Helen Nerska (CCHA), Samantha Bellinger (SUNY Plattsburgh Art Museum), Stan Ransom (CVTM), Janet McFetridge (Champlain Meeting House), Jacqueline Madison and Marlene Almodovar (NCUGRHA), Amber Parliament (Adirondack Coast Visitors Bureau), Barb Benkwitt (Town of Schuyler Falls Historian)

The meeting was called to order at 8:32 am by Ellen Adams; no guests to be introduced this month.

Minutes of the May 14th meeting -motion to approve made by Ricky, 2<sup>nd</sup> by Stan – passed.

Treasurer's report for 2015 YTD showed an increase, since LCBP grant money was received as of this report. Brief discussion of YTD balance and total to date of all Coloring Book proceeds, and long-term plan for coloring books. Motion to accept by Barb, 2<sup>nd</sup> by Melissa – passed.

### ***Coordinator Report and Museum Weekend Reports -***

Continue to send events to Melissa for the website – please use the format at the bottom of the events page so she can most easily update the website without editing your submittal. It's getting busy with more events to post, and rewriting takes time.

Museum Days attendance and sales results received thus far were shared, please let Melissa know your numbers ASAP. Some venues increased, some decreased. Seemed to be younger families and children attending, many locals, and that a lot of people had the passport. CVTM had over 200 each day, and 200 more for the Robotics event; UGR and Lyon Mountain each had over 100; Alice T Miner (150) and KDL (300) each doubled attendance over last year. PSUC Art and CCHA were down a bit from last year. Processes different this year included the coordination with First Weekends, promos and interviews on TV (Channel 22/44 Fox), WIRY interviews, and sending out a press release. The Press-Republican promos & schedule listing continues to inform to people about Museum Days. An email was sent to the North Country Teacher Resource Center, and to Susanne Ford-Croghan, School Library System/Arts in Education Coordinator at CVES with an attached two-sided flyer/promo for Museum Days for distribution to schools and their librarians; no confirmation from them that they received or emailed the flyer to their constituents in time to print or distribute to the kids. Providing printed flyers may be more effective though it would cost 1.1 cents per copy and require delivery.

Many events competed for visitors that weekend – the new Marina opening, a road race, Dozerfest, and so on, as well as the Dannemora escapees. Suggestion from last meeting was to establish an 'Events' committee to work on Museum Days next year as well as other events. Let Ellen know if you are interested.

Stan shared Peter Feinman's latest NYHistory blog on Passports to encourage visitors to travel to many historic sites ('Pathfinders'). Helen mentioned she has been working with CVHN in Essex County, and CCHA is exploring coordination with Franklin County, so the counties could hold sequential Museum Weekends.

### ***Old Business***

Museum column in Lake Champlain Weekly – Ellen met with Editor Caroline Kehne at LCW who is enthusiastic about a weekly museum/history column, with these guidelines in mind: The article can be about anything – an object, event or exhibit; no more than 1000 words; include a hi-res color digital image suitable for possible LCW cover as well as for article; include a short footer on the event or museum (suggestion is to also include consistent info about ACCA pointing to other events on ACCA website). Consider other articles suitable for their other publications – HGL (home & garden, perhaps historic houses), Northern Exploring (for upcoming events), and Battle of Plattsburgh magazine. Ellen will act as the clearing house; Ellen, Don, Sam, Jackie/Marlene may already be interested in participating. Caroline would like us to start by July 1. Amber commented that the Chamber has

bloggers (including Amber) so if articles are sent to her as well she may be able to use them or parts of them in her blog or on Chamber info (or you too can blog – contact Amber).

NEH grant for community heritage - CCHA reps reported that on further investigation it appears that the likelihood of being awarded such a grant for community heritage involvement (since only 17 awarded across the country) would not warrant the time/effort/rush needed to apply within the next few weeks. Instead, CCHA proposes that they might have the scanners and resources, and perhaps PSU also, to develop an alternative plan. The grant committee did not meet yet but will (who will call meeting?) to devise the most appropriate plan. Suggested connecting with Anastasia Pratt, County Historian, about municipal historian input, engagement etc. (Committee ID'd last month - Melissa, Helen, John, Ellen, and Samantha.)

Mayor's Cup Weekend - Julie Dowd under CCHA auspices is working with John Krueger to open the monument. Suggested having a table with brochures there as well, and to staff the monument from 12-4p on Saturday July 11. Jane Kelting volunteered, probably Ricky too. More volunteers needed. Barb to email Beth Carlin and Sandra Geddes of City of Plattsburgh to let them know we'd like a table and chairs, and all should coordinate with Julie as the key person for Mayor's Cup 2015 for ACCA via CCHA.

### ***New Business***

Museum Trail - Geri shared the Adirondack Wine Trail brochure which includes a centerfold map of all locations, and said she thought that would be a great idea for the museums to have a trail. The Wine Trail is authorized and signage funded by New York State, and getting that set was a long process. Helen, John and Geri are also working with Janet Kennedy whose Lakes-to-Locks received a tobacco money grant to improve signage especially around the museum campus. Confusing signage continues to be a concern in getting people into the venues, even into center Plattsburgh. More information to follow.

Nonprofit Boards – Ricky attended a conference on Board of Director responsibilities and shared some key points each NFP and their Board should know. He'll summarize some of the new state regulations as well as pursue presenting that seminar locally.

### ***Museum Reports***

Check the ACCA website for events

UGR - Jackie Madison was awarded an NEH grant to attend one of their Landmarks of American History and Culture Workshops in New Bedford, Massachusetts, on the history of the Underground Railroad. Marlene distributed the French version of their brochure for the North Star Underground Railroad Museum, now available.

CVTM -Stan shared that CVTM will, on June 20<sup>th</sup>, be presenting "Golden Wrench" awards to high school students studying auto mechanics and repair.

Meeting was adjourned at 9:45 am

***Next Meeting – Thursday, July 9th at 8:30 am at Plattsburgh State Art Museum in the Myers Fine Arts Building, second floor, Room 232 (same location as June's meeting – thanks to Samantha for hosting).***

Respectfully submitted,

Barb Benkwitt  
ACCA Secretary

*Upcoming dates:*

*July 9-12 Mayor's Cup with Macdonough Monument open July 11 12-4pm; September 10-13, Battle of Plattsburgh Commemoration; November, New York State History Month*