

**TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
Regular Meeting
November 17, 2021**

A regular meeting of the Trust for Cultural Resources of the County of Onondaga was held on Wednesday, November 17, 2021 via Zoom Teleconference.

Trustee Greg Lancette called the meeting to order at 8:35 am with the following:

PRESENT:

Greg Lancette
Robert Petrovich
Regina McArthur
Ryan Smith

ABSENT:

Leslie Garcea

ALSO PRESENT:

Robert Petrovich, Executive Director
Carolyn Evans-Dean, Secretary
Nathaniel Stevens, Treasurer
Karen Doster, Recording Secretary
Chris Andreucci, Harris Beach (Zoom)
Gregg Tripoli, Onondaga Historical Association
Lisa Romano Moore, Onondaga Historical Association
Danny Liedka, Visit Syracuse
Jeff Minkel, Visit Syracuse

APPROVAL OF REGULAR MEETING MINUTES – OCTOBER 13, 2021

Upon a motion by Regina McArthur, by Ryan Smith, the Board approved the regular meeting minutes of October 13, 2021. Motion was carried unanimously.

TREASURER’S REPORT

Nate Stevens gave a brief review of the Treasurer’s Report for the month ending October 2021.

There were no questions on the Treasurer’s Report.

PAYMENT OF BILLS

Nate Stevens stated there is no Payment of Bills Schedule for the month of November 2021.

CONFLICT OF INTEREST DISCLOSURE

Robert Petrovich stated the Board is getting a report on the Visit Syracuse E-Gaming and then there will be a disbursement of fund for that project. He asked Chris Andreucci if that requires a vote or is it a ministerial activity. Chris Andreucci stated it is just an update on a previously approved grant so there is no action needed.

Robert Petrovich asked if a Conflict of Interest needs to be signed. Chris Andreucci stated there is no Conflict of Interest if there is no action taken by the Board.

ONONDAGA HISTORICAL ASSOCIATION – BREWSEUM UPDATE

Gregg Tripoli stated the Brewseum is opening tonight. He stated this was built onto the existing brew pub/restaurant component of the brewery on a 175 year old family farm. He stated it is a great event venue with amazing views. He stated it has a big barn for events and café. He stated the restaurant has a brewery and attached to the Brewseum. He stated they will be selling all of the beer related merchandise.

A slideshow of the Brewseum was presented.

Gregg Tripoli stated he wanted to thank the Board and Danny Liedka who has been a great supporter of the Brewseum. He stated it has been a long route. He stated first location on Route 81 was killed because of the time it took for DOT to get back to them with what they were going to do there. He stated they had another in the Inner Harbor but Covid put the brakes on that so they needed to get the project out of the red for CRT and REDC. He stated they found a great partner with Dan Pallodino at Heritage Hill. He stated this will provide additional revenue for the OHA. He stated they are going to sell a lot more beer related merchandise out of a brewery, brew house and brewseum then out of a gift shop at the historical museum in downtown Syracuse. He stated this can be transformational for the earned revenue component strictly from their retail operation for long term stability in operating capital for OHA. He stated thank you for being patient and recognizing this was a fun, good idea and great project that adds value to a great entrepreneurial 175 year old family farm that highlights our history and promotes the great brewing industry that is showing a new resurgence in the modern day. He stated they are really grateful the CRT Board saw that and stuck with them. He stated it is finally done and a realty.

Lisa Romano Moore stated the ribbon cutting ceremony is today. She stated Dave Knapp and Assemblyman Magnarelli will be there to help unveil the exhibit and invited the CRT Board.

Gregg Tripoli stated this is a competing brewery but they are a great industry and very collaborative. He stated Heritage Hill was happy to sell their Congress beer that they do in collaboration with Willow Rock. He stated they will also make money from the beer sales as well.

Lisa Romano Moore stated one of the wonderful advantages of being at Heritage Hill is also that it is home to the Empire Farm Days for the next 40 years. She stated they have about 25,000 people that come through Heritage Hill in the course of that one weekend. She stated it is one of the largest agricultural trade shows in the Northeast if not the largest. She stated they would not have been able to do this without the support from CRT and they are so grateful the Board stuck with them on this.

Greg Lancette stated that is a great report and he knows everyone is excited that they were able to withstand the challenges during the pandemic between multiple locations and just getting the build and the content loaded. He stated congratulations OHA and great job.

VISIT SYRACUSE – E-GAMING STUDY UPDATE

Danny Liedka stated the County Executive had an interest in potentially building a center and the study helped make some decisions whether a brick and mortar building is going to exist. He stated he thinks they have identified venues that exist already that could be retrofitted and serve in that role and do a good job. He stated most importantly to them was finding where they need to be relevant from a sales standpoint to attract these events. He stated he thinks this is clearly accomplished and they are pleased with it. He stated they are going to attend a large e-gaming show in the month of December which will give them a network of people they can call on to book business and sales that usually takes years but will have in in a matter of weeks.

Jeff Mickle stated they are handling this like any new burgeoning market and they want to be involved in this million dollar industry. He stated the first e-gaming event goes back to 1972 at Stanford University and first prize was a subscription to Rolling Stone and now there are events where first prize is \$15,000,000. He stated it is not only the gaming and the competition but also the casual player. He stated the demographic is all over the board and it is changing all the time. He stated there

are cities of our size spending millions of dollars on facilities. He stated they didn't know what they had with their current facilities and this assessment gave them ground level knowledge so they could get more in depth. He stated a successful local planner in the community, owners of the Syracuse Nationals, planning a huge event here in September. He stated they attended a virtual gaming last year and they are going this year. He stated they started to develop a database, got a feel and an understanding because it is a market that is all over the place. He stated you have to find your niche and filter it down because you can't feed everybody in this market. He stated they are excited about a national's event in September in conjunction with the e-gaming show. He stated by this time next year they will have much better feel about where they fit, how they fit, what they can actually do and what kind of impact they will have.

Danny Liedka stated if you are going to build something you need to have the local network and that is one thing they don't have here. He stated SU has a noncompetitive recreational club team and there are colleges that actually compete much like college basketball where they have teams. He stated there are scholarships for this. He stated if we are going to be relevant in this industry to attract events we almost have to gain credibility with the people that attend the shows. He stated they are not going to go out and build these venues because that is not their role but their role is trying to get these events here. He stated they are going to go out there with the data they have and get after it. He stated from a structural standpoint with Destiny USA's sheer volume of space it is a perfect place in their minds if they were going to add something of this magnitude. He stated the technology is in place, the parking in place, the building in place but they did look at other venues. He stated the biggest Achilles heel with the County facilities is technology. He stated available bandwidth is a big concern.

Jeff Minkle stated this isn't a traditional way to market an event or attract talent. He stated you can't put an ad in a magazine because it doesn't resonate with this audience. He stated they learned that a lot of communities are using this as a big picture economic development plan to lure tech talent and have these ancillary events and opportunities. He stated they are there to explore and see if there is a market they can service, bring some events and generate some economic impact.

Danny Liedka stated they compare themselves to other organizations like theirs, they look at their competitors and seems like it is not on the radar for Buffalo or Rochester and Albany to some extent. He stated Raleigh Durham is a tech center so they have the luxury of those types of businesses to help build the infrastructure. He stated they see that as the future here too with all the talk of technology businesses that would be coming in here and that would be a natural progression. He stated they have

to get the credibility first and they have a major convention here but the venue isn't public yet. Jeff Minkle stated it will either be at the OnCenter or the Fairgrounds in September.

Nate Stevens stated fans of this industry travel and spend real money. He stated it is a market that is not really tapped and served by a lot of areas. Danny Liedka stated they do see the same thing and that is their role. He stated they need to build that relevance. He stated their hands were a little tied through Covid, they just didn't have the resources to do that but during that tough time they were able to get this done. He stated 2022 they are going to hit the ground running and this is a market they will invest in to attract events here. He stated the fact that our competitors aren't looking at this is music to his ears. He stated they are really going to make a big splash with the first event and he sees ancillary events coming from that. He stated they have to build credibility because they are a unique market. He stated you have to have credibility with these gamers or they just move on and go onto the next place. He stated that is their mission.

Greg Lancette stated he saw the slide of the mall at Atlanta Georgia and he thinks they are on par. He stated he is not cheerleading for any location for a future event but the mall seems to make sense. Danny Liedka stated it is about infrastructure and the mall has everything, parking, technology, electricity and space. He stated the mall has transformed from a mall to more of a destination with attractions. He stated if problems with Destiny continue this may be a good way to back fill.

Jeff Minkel stated the educational component is growing daily. He stated there are about 600 colleges and universities that offer teams and close to 30,000 high schools across the country. He stated there are so many tie in's that is going to happen whether we are involved or not. He stated we need to keep our hand on the pulse because it is definitely growing. He stated here are so many opportunities but we have to be in the mix and learn more about it.

Danny Liedka stated they are saying by the end of the year this will surpass the NFL as the most viewed sport in the world. He stated he thinks the timing is good to get into that industry.

Danny Liedka stated as they go to the shows and unveil what they are doing in the future months as far as marketing, he is happy to share all that information with CRT. He stated they will certainly have more stuff to report back. He thanked the Board and said they wouldn't have the data without CRT.

Robert Petrovich stated with respect to the gaming and Visit Syracuse, they came to CRT for funding and asked if we have yet to disburse the funding. Carolyn Evans-Dean stated that is correct and said the funding will be dispersed as soon as possible.

Robert Petrovich asked if there is a contract in place. Carolyn Evans-Dean stated we have a contract in place. She stated the only difference between the original contract and receipts submitted was a couple thousand dollars which is because Visit Syracuse brought this in under budget.

Robert Petrovich stated the Board authorized up to \$15,000 and they are requesting \$13,000. He asked if we are in a position to disperse the funds based on this report. Chris Andreucci stated if he remembers correctly they should have been paid upon signing the contract but if they did not ask for it, it can be paid now.

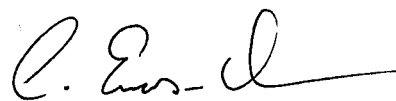
Robert Petrovich asked if a Board action is needed. Chris Andreucci stated it has already been approved so no Board action is needed.

Robert Petrovich stated \$13,000 will be dispersed to Visit Syracuse in connection to this and based on the update.

Nate Stevens stated typically this would have been on the Payment of Bills. Chris Andreucci stated it isn't a payment of a bill but a payment pursuant to a contract. He asked if the grant agreements are always on the payment of bills. Nate Stevens stated he believes yes.

Robert Petrovich stated we will get caught up on that at next month's Payments of Bills. Greg Lancette stated that makes sense so it would reflect the payment.

Upon a motion by Regina McArthur, seconded by Ryan Smith, the CRT Board adjourned the meeting at 9:11 am.



Carolyn Evans-Dean, Secretary