

**TRUST FOR CULTURAL RESOURCES OF  
THE COUNTY OF ONONDAGA  
Regular Meeting  
June 13, 2023**

A regular meeting of the Trust for Cultural Resources of the County of Onondaga was held on Tuesday, June 13, 2023 at 335 Montgomery Street, Floor 2M, Syracuse, NY 13202 8:38 am with the following:

**PRESENT:**

Greg Lancette  
Robert Petrovich  
Ryan Smith  
Leslie Garcea

**ABSENT:**

Regina McArthur

**ALSO PRESENT:**

Robert Petrovich, Executive Director  
Nancy Lowery, Secretary  
Svetlana Dyer, Assistant Secretary  
Nathaniel Stevens, Treasurer  
Alexis Rodriguez, Assistant Treasurer  
Karen Doster, Recording Secretary  
Christopher Andreucci, Barclay Damon  
Carrie Wojtaszek, Galaxy Media Partners  
Bridge McCarthy, Juneteenth, Inc.  
Fanny Villarreal, Nosotros Radio, Inc.

APPROVAL OF REGULAR MEETING MINUTES – MARCH 8, 2023

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the CRT Board approved the regular meeting minutes of March 8, 2023. Motion was carried unanimously.

TREASURER’S REPORT

Alexis Rodriguez gave a brief review of the Treasurer’s Report for the month ending May 2023.

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the Board approved the Treasurer’s Report for the month ending May 2023. Motion was carried unanimously.

## PAYMENT OF BILLS

Alexis Rodriguez gave a brief review of the Payment of Bills, Schedule #56.

Upon a motion by Robert Petrovich, seconded by Ryan Smith, the CRT Board approved the Payment of Bills Schedule #56 with General Expenses being \$29,756.00. Motion was carried unanimously.

## CONFLICT OF INTEREST DISCLOSURE

A roll call was done asking Board Members and staff to recognize any conflicts.

Greg Lancette – No conflict

Robert Petrovich – No conflict

Ryan Smith – No conflict

Leslie Garcea – No conflict

Alexis Rodriguez – No conflict

Karen Doster – No conflict

Nancy Lowery – No conflict

Nate Stevens – No conflict

Regina McArthur – Absent

## GALAXY MEDIA PARTNERS, LLC – MOONLIGHT MOVIE SERIES

Carrie Wojtaszek stated they received news they can do four weeks of movies this year so they are going to start on July 5. She stated each year they work with the Amphitheatre with the concert schedule. She stated they are excited to bring this back to the amphitheater after having a couple years off for COVID. She stated it is a great event, it's open to the community and completely free. She stated they work with county parks to help with parking and they hired private security. She stated families can come in, they can bring their own pizzas or their own snacks and they really don't limit what they can do. She stated it is a great way for the community to enjoy the amphitheater where you might not otherwise have opportunities. She stated they do heavy marketing to encourage everyone to come out, to have a good time and enjoy the great space the county has. She stated each year they try reach out to secure private dollars and they were able to secure a new sponsor this year, the New York State Office of People with Developmental Disabilities as the title sponsor. She stated Wegmans is also going to underwrite the night. She

stated they have had a lot of fun doing Christmas in July and because they have a fourth week they are going to do a Halloween theme. She stated kids love to come out in costume and gives another reason for parents to use the costumes. She stated it is a great family event.

Greg Lancette stated it is great to be able to continue the event.

Robert Petrovich stated the total budget expenses are estimated to be \$133,000 and \$110,000 is advertising. He asked for an explanation of what it is and what it encompasses. Carrie Wojtaszek stated Galaxy Media Partners runs a heavy promotional schedule running one spot per hour per station. She stated a lot of their advertising is an in kind donation from Galaxy because they work so closely with the county and community. She stated being a local business they feel it is important to have these great things for the community to enjoy. She stated she can give a further breakdown but it is one radio spot per hour on all of their Syracuse stations. She stated they put some money behind Facebook advertising to ensure families in the community know about this free event.

Robert Petrovich asked if this is an actual cost. Carrie Wojtaszek stated it is a real cost if she breaks down the actual media schedule they put into play.

Robert Petrovich asked if this is full rate or discounted. Carrie Wojtaszek stated it is a discounted rate. She stated she can break it down. Robert Petrovich stated it is a big number and would be nice to have a breakdown to understand it better. Carrie Wojtaszek stated it is large and it is a similar rate to what they use for programs with the county like Lights on the Lake. She stated it may not need to be as heavy but because they own the media they feel it is important to get the message out.

Robert Petrovich asked if it is effectively a cost number. Carrie Wojtaszek stated Galaxy ends up doing about \$100,000 in kind. She stated she does not pay Galaxy that number as if it was a completely separate entity but because they own Galaxy Media Partners that is how it breaks down. She stated Loretto was unable to come back this year so they are currently working to try to get someone. She stated Well Now Urgent Care was in last year but had a change of plans this year so Galaxy is reaching out to a local pediatric offices. She stated they try to find people that would be a good target for them to talk to families and get some private funds to underwrite it as well.

Upon a motion by Ryan Smith, seconded by Robert Petrovich, the CRT Board approved a resolution to make a grant in the amount of \$15,000 to Galaxy Media Partners to help underwrite “The Moonlight Move Series”. Motion was carried unanimously.

#### JUNETEENTH CULTURAL FESTIVAL – JUNETEENTH, INC

Bridget McCarthy stated Juneteenth is the celebration of when slaves were emancipated in 1865 in Texas which was two years after the emancipation proclamation. She stated here in Syracuse they have been holding a festival since 1988. She stated this year is the 35<sup>th</sup> but because of COVID it is their 33rd festival. She stated the festival is in Clinton Square and they provide an opportunity for local entrepreneurs and small businesses to sell their wares and provide health information. She stated they have Upstate coming with the Mamovan and several health insurance companies with information as well as OnPoint for college will set up a booth. She stated they have sponsorships from Wegmans, the County and a large number of community supporters. She stated they showcase the local acts from gospel, R & B and soul bands in Syracuse. She stated they have a national recording artist coming this year to perform on Saturday. She stated they also do an ancestor dinner being held on the Juneteenth holiday of June 19. She stated that is in partnership with the Everson Museum. She stated they have their staging through Blizzard Media at a cost of about \$10,000 to \$12,000. She stated they provide additional things for their Kid Zone, games setup and fun activities so it is a full family event over two days. She stated they have different local groups that come in and they are given a stipend for performing just to say thank you.

Greg Lancette stated it’s great to be able to give them a little bit of a stipend because the yields are harder to come by nowadays. Bridget McCarthy stated in the past they had local bands find their own local partners to sponsor and it would be their stipend to perform. She stated they want to help bring in more community resources and funding to make this event what it was like before COVID. She stated they want to try to reunite the community to come together for this one big event for the weekend.

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the CRT Board approved to make a grant in the amount of \$14,000 to Juneteenth Inc. to support the 2023 Juneteenth Festival, which will support and promote cultural, educational and recreational opportunities for the resident of Onondaga County. Motion was carried unanimously.

## NOSOTROS RADIO, INC. – LATINO AMERICANO FESTIVAL

Fanny Villarreal stated she created Latino Festival in 1993 and for a lot of different reasons the festival stopped. She stated the festival was returned to her in 2017 so she pulled a group of people to try and start the festival. She stated it was small so they held it at a park and in 2018 they decided to bring it back downtown. She stated when she left the festival it was a 3 day festival with an \$80,000 budget. She stated it was the largest attended festival in downtown at the time. She stated in 2018 they had people come to the festival, 2019 more people came and in 2020 Covid came. She stated last year CRT supported the festival. She stated back in her 30's she was a salsa singer promoter so she used to promote a lot singers in her country, Columbia, South America. She stated she used to work in radio in Peru. She stated now she calls them and asks them to help her out. She stated she does not have money to pay them but it is great festival exposure. She stated that is how they got the Grammy nominee last year and how they are getting the Grammy nominee this year. She stated the Grammy nominee stayed free in her house so they could be promoted. She stated this year they are expecting a lot more people, probably double the amount of people that came last year. She stated this year they have an upcoming artist. She stated it is in the level of Mark Anthony and in 5 to 10 years that is where he is going to get to. She stated she is excited and everybody is excited. (Fanny Villarreal played one of his songs.) She stated this area is Salsa city and everywhere that you turn there is salsa lessons. She stated that is what is happening on August 19 in downtown Syracuse. She stated she hopes everyone stops in and listens. She stated it is going to be amazing. She stated she is also working with another group from Dominican Republic, Bachata music, and is very popular but it depends on the price.

Greg Lancette asked if the Dominican Republic artist committed yet. Fanny Villarreal stated no but the other one has committed. She stated last year they pulled people from Buffalo, Rochester and Albany. She stated they raffled a huge TV and in order for them to enter the raffle they needed to go to all 10 of the Latino tents so they can be educated on the country. She stated they have a lot of pieces of art, their flag and things like that. She stated they receive a passport and every time they go to a tent they get a stamp and at the end the passport is put in a bin for the raffle. She stated they keep track of zip codes. Greg Lancette stated that is a great idea.

Leslie Garcea asked what the scholarship is. Fanny Villarreal stated they created back in 1998 a scholarship in Central New York Community Foundation and is called the Latino Americana Scholarship. She stated it is named after two people. She stated one is Carlos Lavezarri who is a gentleman from Panama and used to work at Syracuse University in a program for mostly Latinos, at the time, who were living in the near Westside. She stated he would come to the near west side to talk to the parents how education is important for the future. She stated the other is Aurelia Crespo who used to live in the near Westside. She stated she had no education but she had a great heart and her door was always open to give food to adults, young people or whoever was in need of food. She stated she loved to talk the importance of life and goals. She stated every time you stop at her house, there was always 15 to 30 people outside. She stated they decided to create the scholarship because one of the main goals of the Latino festival was to educate the community about the 20 Latino countries. She stated this was a way for them to educate everybody and it would be the bridge between the American culture and the Latino culture. She stated the Latino scholarship is still at the Central New York Community Foundation. She stated it is available to anyone that has a Latino background, 10%, 50% or 100%, it doesn't matter. She stated the scholarship is for them to go to school. She stated Central New York submits a check to wherever they will attend. She stated the checks are between \$1,500 to \$2,500.

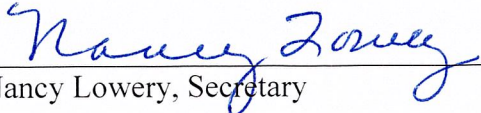
Robert Petrovich asked how the scholarship is awarded. Fanny Villarreal stated they have a simple application to fill out. She stated one of the priorities is based on the income but the other one is based on what they do for the community which has more weight than the income level.

Fanny Villarreal stated she is working on creating the Latina festival as a not for profit. She stated it will have their own board of directors and make their own decisions. She stated next year when they apply, the Board will see Latino Festival not Nosotros Radio.

Upon a motion by Robert Petrovich, seconded by Leslie Garcea, the CRT Board approved to make a grant in the amount of \$9,000 to Nosotros Radio, Inc. to support the 2023 Latino Americano Festival, which will support and promote cultural, educational and recreational opportunities for the residents of Onondaga County. Motion was carried unanimously.

ADJOURN

Upon a motion by Greg Lancette, seconded by Ryan Smith, the CRT Board adjourned the meeting at 9:01 am.

  
Nancy Lowery, Secretary