

**TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
Regular Meeting
June 8, 2022**

A regular meeting of the Trust for Cultural Resources of the County of Onondaga was held on Wednesday, June 8, 2022 at 333 West Washington Street.

Trustee Greg Lancette called the meeting to order at 8:39 am with the following:

PRESENT:

Greg Lancette
Robert Petrovich
Leslie Garcea
Ryan Smith

ABSENT:

Regina McArthur

ALSO PRESENT:

Robert Petrovich, Executive Director
Nancy Lowery, Secretary
Nathaniel Stevens, Treasurer
Karen Doster, Recording Secretary
Alexis Rodriguez, Economic Development
Matthew Pelligra, Economic Development
Chris Andreucci, Harris Beach
Ruthnie Angrand, Juneteenth Cultural Festival
Fanny Villarreal, Latino Americano Festival, Inc.
Tom Law, Syracuse Resident

APPROVAL OF REGULAR MEETING MINUTES – MARCH 9, 2022

Upon a motion by Leslie Garcea, seconded by Ryan Smith, the CRT Board approved the regular meeting minutes of March 9, 2022. Motion was carried unanimously.

TREASURER’S REPORT

Nate Stevens gave a brief review of the Treasurer’s Report for the month ending May 2022.

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the CRT Board approved the Treasurer’s Report for the month of May 2022.

PAYMENT OF BILLS

Nate Stevens gave a brief review of the Payment of Bills, Schedule #54.

Upon a motion by Leslie Garcea, seconded by Ryan Smith, the CRT Board approved the Payment of Bills, Schedule #54 with General Expenses being \$110,522.97. Motion was carried unanimously.

CONFLICT OF INTEREST DISCLOSURE

A roll call was done asking Board members to recognize any conflicts.

Robert Petrovich – No conflicts

Leslie Garcea – No conflicts

Ryan Smith – No conflicts

Greg Lancette – No conflicts

Nathaniel Stevens – No conflicts

Karen Doster – No conflicts

Nancy Lowery – No conflicts

JUNETEENTH CULTURAL FESTIVAL

Ruthnie Angrand stated Juneteenth is the celebration of the emancipation of black Americans from slavery on June 19, 1865. She stated it happened nearly 2 years after Abraham Lincoln signed the Emancipation Proclamation declaring all slaves free. She stated it took couriers and the union army working its way through the south until they arrived at Galveston Texas to tell the last confederate outpost that slavery was outlawed. She stated Juneteenth is celebrated for more than one reason. She stated it freed slaves but it actually abolished slavery in perpetuity so it wasn't just black people, all people are free. She stated second it required people be paid for their wages so that was the beginning of the opportunity to begin building wealth. She stated third it really is the beginning of black citizenship because it was during that war that black Americans were able to join the army. She stated they became participants of the emancipation process. She stated many people call Juneteenth a black holiday because it centers around black people but it is fundamentally also an American holiday. She stated it is something that is especially unique to our identity as Americans because it is the beginning of us righting a wrong. She stated Syracuse began celebrating Juneteenth as something called the

Jubilee in 1983 but the Jubilee Committee formed in 1988 to begin celebrating the parade regularly and have done so ever since. She stated it is a nonprofit, a 501C3 and the full name is Juneteenth Inc. She stated they have done this entirely with volunteers and donations. She stated in 2010 the parade was one of the largest in the Country. She stated nonprofits have struggled to find ways to continue meeting their mission and doing so on a volunteer basis, vying for the same donors, same sponsors and same fund. She stated it became more and more challenging to do. She stated the festival grew but the festival also got a little bit smaller and so did the committee. She stated it is a big lift because it is a parade and a festival. She stated they have regular vendors and regular sponsors that helped them pull it off. She stated the pandemic made public gathering impossible so they did not do the festival in 2020. She stated in 2021 they partnered with AT&T and the City of Syracuse to do a Juneteenth campaign. She stated it was their way of sitting back and saying we don't have the funds or sponsors for a festival and the vendors are not available to do this right now but how can they still give back. She stated they put some marketing dollars behind a few black owned businesses that residents say are some of their favorite black owned businesses and we would love to see them have more buying and marketing power especially since marketing and sales have fallen behind. She stated they were not able to begin coordinating this year's festival and parade until January which put them in a difficult position because they typically book their headline act before the new year starts. She stated with the arrival of Omicron they were not sure if they could pull the trigger or not but the sentiment was that the City and the County had taken that first step in making it a holiday here. She stated it was important for people to find a way to get back together and bring families together. She stated they have seen all the hard work communities have been doing around protesting and how do we celebrate that and give people an opportunity to say we see what you're doing, thank you, celebrate and remember why we are doing this. She stated they pulled the trigger in January. She stated they have local acts arranged for a 2 day festival. She stated they really want the foot traffic this year and it is really important to them that Juneteenth encompasses everyone. She stated they are in front of City Hall this year and they always do a flag raising ceremony to kick off the holiday. She stated this year they decided to start the festival in the footprint of the Italian Fest. She stated the flag will be up all weekend. She stated they have made a lot of partnerships this year; partnerships that are older or that they have never done before. She stated they are bringing back the Miss Juneteenth and Little Miss Juneteenth Pageant. She stated they partnered with a lot of other groups to see how they can cross market each other's programs. She stated they are partnering with Syracuse Stage so they will have a presence and they are going to take everybody to see Salt City Blues. She stated they are finding new ways to connect with other nonprofits and cultural groups in the area that may not necessarily have a mission but have like programming. She stated all but 2 of their acts are either

local to the County or New York State. She stated they are bringing in a national recorder in, John B and a youth African dance group troop called Utica Royalties. She stated they are bringing in Lindsay Williams and Divine Connection which is a gospel group out of New York City. She stated they have about 40 food and retail vendors booked. She stated they have a health pavilion which will have the American Red Cross. She stated they will be doing HIV testing and Covid vaccines. She stated they will have a specific area just for health and informational vendors and another area for food vendors and retail vendors. She stated ultimately it is nice to be back. She stated this festival typically costs between \$95,000 and \$125,000 a year to put on and having less than 6 months to raise that kind of money has been a tall feat. She stated they appreciate the opportunity to come and talk to the Board to potentially help them meet that goal line.

Nancy Lowery asked what the time frame is. Ruthnie Angrand stated it is Friday and Saturday and both days kick off events happen at 12:00 pm and runs to about 10:00 pm. She stated the flag raising is Friday at noon and the parade is on Saturday and kicks off at the Dunbar Center which is the first African American settlement house in Syracuse.

Upon a motion by Robert Petrovich, seconded by Ryan Smith, the CRT Board approved a resolution to make a grant in the amount of \$25,000 to Juneteenth Inc. to support the 2022 Juneteenth Festival, which will support and promote cultural, educational and recreational opportunities for the residents of Onondaga County. Motion was carried unanimously.

NOSOTROS RADIO, INC.

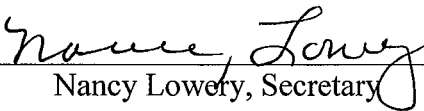
Fanny Villarreal stated she represents the Latino Festival and Executive Director for Nosotros Radio Inc. She stated the Latino Festival will be celebrating their 20th anniversary on August 20 from 12:00 pm to 9:00 pm. She stated this is a free festival for the entire family and will be having displays on site of the different Latino countries that are located in Onondaga County. She stated they are going to have the Latino Youth Theater and Dance performing. She stated they are going to have local dance, food truck and inviting a green gate salsa singer who is a Grammy nominee coming from Puerto Rico with his band. She stated that will be the last act and the biggest attraction. She stated they are hoping to attract people not only from Syracuse but from Rochester, Buffalo and surrounding areas. She stated in the past they have had one of the biggest attendance festivals in Syracuse. She stated unfortunately the past two years they did not have a festival due to the pandemic but they are

hoping through social media and all the marketing planning that they have will reach out to a lot of people from different cultures so everybody can come and enjoy this free festival for the entire family.

Upon a motion by Ryan Smith, seconded by Leslie Garcea, the CRT Board approved a resolution to make a grant to Nosotros Radio, Inc. in the amount of \$9,000 to support 2022 Latino American Festival, which will support and promote cultural, educational and recreational opportunities for the resident of Onondaga County. Motion was carried unanimously.

ADJOURN

Upon a motion by Robert Petrovich, seconded by Greg Lancette, the CRT Board adjourned the meeting at 9:03 am.



Nancy Lowery, Secretary