

**TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
Regular Meeting
January 10, 2013**

The Regular meeting of the Trust for Cultural Resources of the County of Onondaga was held on Thursday, January 10, 2013 at 333 West Washington Street, Syracuse, New York, 13202, in the large conference room on the first floor.

Trustee Cydney Johnson called the meeting to order at 8:07 am with the following:

PRESENT:

Cydney Johnson
Greg Lancette
Babette Yunis

ABSENT:

Matt McAnaney

ALSO PRESENT:

Mary Beth Primo, CRT, Executive Director
Nora Spillane, Secretary
Kristi Smiley, Treasurer
Karen Doster, Office of Economic Development
Timothy A. Frateschi, Counsel
Steve Butler, CNY Arts
David Holder, Syracuse Convention and Visitors Bureau

APPROVAL OF REGULAR MEETING MINUTES – OCTOBER 11, 2012

Upon a motion by Greg Lancette, seconded by Bebette Yunis, the Board approved the Regular meeting minutes of October 11, 2012. Motion was carried unanimously.

TREASURER'S REPORT

Kristi Smiley gave a brief review of the Treasurer's Report for the months of October 1, 2012 through December 31, 2012.

Upon a motion by Bebette Yunis, seconded by Greg Lancette, the CRT Board approved the Treasurer's Report for the period October 1, 2012 through December 31, 2012. Motion was carried unanimously.

PAYMENT OF BILLS

Kristi Smiley gave a brief review of the Payment of Bills, Schedule #016.

Upon a motion by Greg Lancette, seconded by Bebette Yunis, the CRT Board approved the Payment of Bills Schedule #016 for \$18,134.03. Motion was carried unanimously.

CNY ARTS: IDEAS PHASE II

Steve Butler thanked the Board for having them there. He stated that they are requesting \$100,000 for marketing for a community wide joint marketing project for the Arts and Cultural organizations.

Mary Beth Primo asked Steve Butler to introduce himself and David Holder. Steve Butler stated that he is from CNY Arts. David Holder stated that he is the President of Syracuse Conventions and Visitors Bureau.

Steve Butler stated that he thinks the Board received the proposal about a week ago and asked if there were any specific questions. He stated that the site will create a social marketing system with a website and a calendar. He stated that the calendar has some specificity to it in that if arts organizations register on the CNY Arts website and enter their data into the calendar, it pushes to the CVB calendar. He stated that the arts groups using the calendar have an incentive to register and go on because one entry gets them into three calendars. He stated that for midsize and small organizations that is particularly important and even for the large organizations in terms of time and staff.

Nora Spillane reminded the Board that one of the main recommendations out of the initial IDEAS report was that in addition to there being an oversaturation and disparate sources for information, the arts organizations didn't feel that they had a place to go where they could effectively communicate what was going on with them. She stated that this particular tool, which is part of a comprehensive marketing plan that we would be helping to support, has a functionality that answers the issues raised in the report.

Steve Butler stated that the other thing that the arts group said was that currently to be comprehensively listed, even in the County, the groups must update 14 to 20 calendars, which is incredibly time consuming. He stated their hope is that through this system, they can begin to develop partnerships with other media outlets and push this data to those sites so that one by one the information that is on this calendar will be going to WCNY and others.

The Board, staff, Steve Butler, and David Holder discussed the unique functions of the website, plans for broader marketing, outreach to audiences, and the sustainability of the marketing tools. They also discussed the progress of the IDEAS initiative and the work arts organizations have done to improve their financial positions and expand their audiences over the past 2 ½ years.

Mary Beth Primo stated that she wanted to remind the Board that they have already resolved to provide \$100,000 and it is in reserve.

Tim Frateschi stated that this is an update and wanted to hold the money to make sure everything is going ok with the IDEAS project. He stated that this was all contemplated as part of the original resolution so we are now doing a check-in to make sure everything is good and to simply make a resolution ratifying the old resolution to release these funds.

Tim Frateschi stated that the resolution would be to ratify the original resolution which approved funding for the IDEAS collaborative and to also release the \$100,000 that was encumbered by this organization for this phase of the IDEAS project commitment.

Upon a motion by Greg Lancette, seconded by Bebette Yunis, the CRT Board approved a resolution ratifying the original resolution which approved funding for the IDEAS collaborative and to also release the \$100,000 that was encumbered by this organization for this phase of the IDEAS project commitment. Motion was carried unanimously.

Tim Frateschi asked when we will find out when the plan is in place. Steve Butler stated that they will come back and report. He stated that the IDEAS collaborative have meetings.

Cydney Johnson stated that she would like to thank Nora Spillane because she has done a great job in keeping the Board up to date.

CRT MISSION STATEMENT REVISIONS

Mary Beth Primo stated that the ABO contacted the office and asked for our mission statement to be revised. She stated that the ABO wanted the reference to the statute taken out and to be in layman's terms.

Tim Frateschi stated that Governance Committee reviewed this and they are recommending the full Board approve it.

Upon a motion by Bebette Yunis, seconded by Greg Lancette, the CRT Board approved a resolution approving the recommended changes to the Trust's Mission Statement. Motion was carried unanimously.

Upon a motion by Greg Lancette, seconded by Bebette Yunis, the CRT Board adjourned the meeting at 8:38 am.



Honora Spillane, Secretary