



TRUST FOR CULTURAL RESOURCES

333 WEST WASHINGTON STREET, SUITE 130, SYRACUSE, NY 13202
PHONE: 315.435.3770 • FAX: 315.435.3669 • SYRACUSECENTRAL.COM

CRT MEETING AGENDA

**8:00 A.M. Office of Economic Development Conference Room
May 16, 2019**

8:00 A.M. Call to Order

- A. Approval of CRT March 14, 2019 meeting minutes
- B. Treasurer's Report
- C. Payment of Bills
- D. Conflict of Interest Disclosure

Action Items

1. Cultural and Recreational Event – Movie Night at the Amphitheater

In furtherance of its corporate purposes among which includes “to encourage the creative and innovative use of public and private resources in order to preserve and protect the cultural resources of the county” and in consultation with Onondaga County, the Trust for Cultural Resources of the County of Onondaga (“CRT”) desires to promote the occurrence of a cultural and recreational event at the Lakeview Amphitheater. More specifically, the cultural and recreational event will be four movie nights to occur on four dates in the summer of 2019 whereby movies will be shown each night at an event open to the public at the Lakeview Amphitheater. CRT will accomplish this by entering into a contract (the “Contract”) with Galaxy Communications to manage and promote this event for a sum of \$15,000 in accordance with its procurement policy, CRT is deviating from its standard procedure of issuing a request for proposals to three potential vendors and is authorizing the procurement of this service from the Vendor as a sole source contract.

Board Action Requested: A Resolution of the Board authorizing the execution and delivery of the Contract with the Vendor consistent with the terms described above and authorizing, in accordance with the procurement policy, the procurement of this service as a sole source contract.

Representative: Carrie Wojtaszek, COO, Galaxy Events

2. The Onondaga Historical Association (OHA) – Brewseum

The OHA seeks \$20,000 for the research, development, and artifact and image selection for the Brewseum, a museum on the brewing history in Syracuse and Onondaga County. The Brewseum will be housed within the Iron Pier facility located in the Inner Harbor. Interactive permanent exhibits, which will include touch pads, images, and artifacts, will tell the story of Syracuse's brewing industry from its inception through its reemergence today along with the related history of agriculture, temperance, immigration, architecture, and prohibition. This new project creates a unique cultural and educational amenity and leisure activity that's based on a popular theme with a large local and out of town audience.

Board Action Requested: A Resolution of the Board authorizing OHA to use the \$20,000 (Twenty Thousand Dollars) in funds, previously approved for the re-edit of the documentary, *Beneath the Surface: The Storied History of Onondaga Lake*, to be redirected into the Brewseum project.

3. Discussion

ADJOURN

**TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
Regular Meeting
March 14, 2019**

A regular meeting of the Trust for Cultural Resources of the County of Onondaga was held on Thursday, March 14, 2019, 2018 at 333 West Washington Street, Syracuse, New York, 13202, in the large conference room on the first floor.

Trustee Greg Lancette called the meeting to order at 8:10 am with the following:

PRESENT:

Greg Lancette
Ann Clarke
Gregg Tripoli

ALSO PRESENT:

Robert Petrovich, Executive Director
Brian Bartlett, Secretary
Nathaniel Stevens, Treasurer
Karen Doster, Recording Secretary
Chris Andreucci, Harris Beach
Mike Lisson, Grossman St. Amour CPAs

APPROVAL OF REGULAR MEETING MINUTES – JANUARY 31, 2019

Upon a motion by Gregg Tripoli, seconded by Ann Clarke, the Board approved the regular meeting minutes of January 31, 2019. Motion was carried unanimously.

TREASURER’S REPORT

Nate Stevens gave a brief review of the Treasurer’s Report for the month of February 2019.

Upon a motion by Ann Clarke, seconded by Gregg Tripoli, the CRT Board approved the Treasurer’s Report for the month of February 2019. Motion was carried unanimously.

PAYMENT OF BILLS

Nate Stevens gave a brief review of the Payment of Bills.

Upon a motion by Ann Clarke, seconded by Gregg Tripoli, the CRT Board approved the Payment of Bills, Schedule #39 with General Expenses being \$17,530.40. Motion was carried unanimously.

CONFLICT OF INTEREST DISCLOSURE

Karen Doster stated there is no conflict of interest disclosure as there are no projects to be voted on.

RECAP OF CULTURAL AND RECREATIONAL EVENT – MOVIE NIGHT AT THE AMPHITHEATER

Carrie Wojtaszek stated they had a great moonlight movie series at the amphitheater. She stated the 2018 season they did a four series on Monday nights held on July 9, 16, 23 and 30. She stated it was free family fun and families could come out with blankets, bring coolers, lawn chairs and whatever they wanted to do. She stated they started it at 6:00 pm this year where the first year they started it a little bit later thinking they needed it to be darker but with the LED screens and the setup of the amphitheater it was nice to start at 6:00 pm allowing more families to come and enjoy the double features. She stated they had approximately 4000 to 5000 people attend over the 4 weeks. She stated they used the grant to help pay for the cost of the movie rights to show to the public, SMG for staff and cleaning, labor, sound and they did a lot of advertising. She stated they appreciated the grant, would love to give back to the community and she thinks this was a really great project done at the amphitheater.

Greg Lancette stated the number of attendees is higher than he anticipated. Carrie Wojtaszek stated they have had a lot of great comments from the community saying thank you where they can come park for free and watch the movie for free. She stated they let the food trucks come for free to keep their pricing down and make things affordable for families.

Gregg Tripoli asked if there were other facilities open at the amphitheater for food, drink and things like that. Carrie Wojtaszek stated only facility they used was just one section of the bathrooms in order to keep the cost down. She stated it is a constant working relationship with SMG to ensure when there are concerts a few days prior to the movie that the port a potties were cleaned before they used the space and that was the only hiccup they ran into.

Gregg Tripoli asked how the vendors did. Carrie Wojtaszek stated they did well. She stated they were happy because they were not charged to come in. She stated they had Q Dogs and Ma and Pa Kettle Corn. She stated the idea was to have hot dogs, popcorn and snacks like that.

Greg Lancette stated this is the second summer. Carrie Wojtaszek stated yes and they had no idea what the first summer would be but the first year they thought they would have a younger crowd for first summer and a different audience for the second but they saw that a lot of people stayed so that is why this year they kept everything very family friendly. She stated they tried to think of double features that would have similar themes.

Gregg Tripoli asked if there is any diagnostics on how people heard about the event. Carrie Wojtaszek stated they primarily used the Galaxy Stations. She stated they also used social media and made sure to share it with people that love to come to lights on the lake. She stated they try to talk to people that might already come to family friendly events. She stated they shared it throughout the social media outlets. She stated they also did a press release so they did get a little bit of coverage but they try not to rely on that too much. She stated they used primarily radio, social media and a lot of word of mouth.

Greg Lancette stated when this first launched 2 years ago no one really knew the volume and it did attract a good attendance the first season that warranted the second. Carrie Wojtaszek stated people were bringing pizza and plates which made it affordable. She stated the feedback from the community was they were appreciative to be able to come, do something with their family and not have to pay for it.

Gregg Tripoli stated the event is also introducing people to a great facility. Carrie Wojtaszek stated the facility is phenomenal and you typically don't bring young children there so this opens it up to new people. She stated there are a lot of benefits to it.

Upon a motion by Ann Clarke, seconded by Gregg Tripoli, the CRT Board adjourned the meeting at 8:20 am.

Brian M. Bartlett, Secretary



TRUST FOR CULTURAL RESOURCES OF THE COUNTY OF ONONDAGA
 333 WASHINGTON STREET, SUITE 130, SYRACUSE, NY 13202
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Treasurer's Report Overview
 April 30, 2019

Revenue / Expense / Income	Current Period	Current Year	2019 Budget Amount	Current YTD Change to Budget
Operating Revenue	24	95	265,450	(265,355)
Administrative Expense	9,149	35,475	200,000	(164,525)
Operating/Program Exp.	4,000	5,031	65,450	(60,419)
Net Ordinary Income	(13,125)	(40,410)	-	(40,410)

Current Assets	Current YTD	Prior YTD
Total Cash	469,557	560,757
Less Pass Through Received	-	-
Available Cash	469,557	560,757
Receivables (less pass through rec.)	-	-
Other	-	-
Total	469,557	560,757

Reserve for Contracts	
County Operations	164,525
Program Reserve	50,000
Total	214,525

Receivables	
0-120 days	-
> 120 days	-
Total	-

Trust for Cultural Resources of the County of Onondaga

PROFIT AND LOSS

April 2019

	TOTAL
Income	
45000 Non-Operating Revenue	
45030 Interest	23.77
Total 45000 Non-Operating Revenue	23.77
Total Income	\$23.77
GROSS PROFIT	\$23.77
Expenses	
65000 Operating Expenses	
62000 Contractual Expenses	
63000 Administrative Expense	9,148.66
65070 Accounting/Audit	4,000.00
Total 62000 Contractual Expenses	13,148.66
Total 65000 Operating Expenses	13,148.66
Total Expenses	\$13,148.66
NET OPERATING INCOME	\$ -13,124.89
NET INCOME	\$ -13,124.89

Trust for Cultural Resources of the County of Onondaga

BALANCE SHEET

As of April 30, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
100 Trust for Cultural Resources fo	176,187.28
105 M&T Savings	289,273.88
110 Petty Cash	21.49
Total Bank Accounts	\$465,482.65
Total Current Assets	\$465,482.65
Fixed Assets	
15000 Furniture and Equipment	98.40
Total Fixed Assets	\$98.40
TOTAL ASSETS	\$465,581.05
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
600 Accounts Payable	0.00
600.2 Mileage Reimbursement	18.41
600.3 OED Contract	35,475.01
Total 600 Accounts Payable	35,493.42
Total Accounts Payable	\$35,493.42
Total Current Liabilities	\$35,493.42
Total Liabilities	\$35,493.42
Equity	
31500 Reserved for Contracts	214,525.00
31600 Equity - Unreserved	-214,525.00
32000 Unrestricted Net Assets	470,498.08
Net Income	-40,410.45
Total Equity	\$430,087.63
TOTAL LIABILITIES AND EQUITY	\$465,581.05

**THE TRUST FOR CULTURAL RESOURCES OF
THE COUNTY OF ONONDAGA
PAYMENT OF BILL - SCHEDULE #40
May 16, 2019**

GENERAL EXPENSES

1. <u>GROSSMAN ST. AMOUR CPA'S PLLC*</u>	\$	4,000.00
Inv#72977, 2018 Audit Final Billing		
2. <u>ONONDAGA COUNTY</u>	\$	26,326.35
1st Quarter 2019 Administrative Services Payment		
3. <u>HARRIS BEACH PLLC</u>	\$	<u>168.00</u>
Inv#2305840, General Legal thru 3-31-19		
	TOTAL	\$ 30,494.35

*Ratification of Check dated April 9, 2019

Onondaga County Trust for Cultural Resources

Program Support Application

To apply applicants should submit:

1. A signed application.
2. Proof of IRS 501(c)(3) designation.
3. A project description of no more than three (3) pages including:
 - a. Description of the project and its core activities and goals.
 - b. Number of persons and geographic distribution to be served directly by the project.
 - c. Detailed description of all sources and uses of funding required to complete the project as well as identifying funds that have already been committed.
4. The most recently approved Annual Report of the organization.
5. For capital projects, the organization must either own, have a legal interest in, or purchase/receive a legal interest with grant proceeds the property.

**Applicants may be required to submit additional information that the CRT deems necessary*

Organization Name: Galaxy Communications

Organization Website: www.galaxymediacompany.com

Mailing Address: 235 Walton Street

City/State/ZIP: Syracuse, NY 13202

Contact Person/ Phone Number: Carrie Wojtaszek- 315-471-9597

Email Address: carrie@galaxyeventscompany.com

Executive Director/President: Carrie Wojtaszek, COO

Executive Director/President's Email: carrie@galaxyeventscompany.com

Title of Proposed Project: Moonlight Movie Series

Estimated Project Start Date: July 8, 2019

Estimated Project End Date: July 29, 2019

Total Project Budget: \$124,000

Funding Requested: \$15,000

Use this page to describe the project and the specific nature of what the requested funds will be used for within the broader context of the project. Please write "See attached" and attach additional documentation if needed.

Primary Purpose of Proposed Project:

The Moonlight Movie Series at the Amp provides residents with the opportunity to come together, under the stars, and enjoy a free family-friendly evening. The classic movies scheduled will unite both young and old as they create memories that will last a lifetime while the free admission and free accessible parking allow all to experience the panoramic views of Onondaga Lake.

Approximately 4,000-5,000 people from Onondaga County came out to enjoy the Moonlight Movie Series in 2018!

Primary Purpose of Requested Funds:

The funds from the grant will be used to underwrite the cost of the event. Costs to produce the event include: licensing fees to show the films, security, sound, labor, venue cleaning, advertising and coordination. The four week movie series is tentatively scheduled to run from Monday, July 8th to Monday, July 29th.



I have read paragraph 6.2 of the instructions and understand that the applicant must identify in writing to CRT any information it deems proprietary and requests not be made publicly available.



Please check here if you have marked information as confidential/proprietary.

I hereby certify that all the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of my knowledge, and this application is made with the approval of my board of directors.

Executive Director Signature: _____

Date: 5/8/19

Kevin J. Wjstajl



Week 1: Monday, July 8- gates opened at 5:30

Feature 1: starts at 6pm

Feature 2: started immediately after feature 1

Week 2: Monday, July 15- gates opened at 5:30

Feature 1: starts at 6pm

Feature 2: started immediately after feature 1

Week 3: Monday, July 22- gates opened at 5:30

Feature 1: starts at 6pm

Feature 2: started immediately after feature 1

Week 4: Monday, July 29- gates opened at 5:30

Feature 1: starts at 6pm

Feature 2: started immediately after feature 1

Expenses (estimated based on 2018)

Swank Motion Pictures, Inc.	\$1,135.00
Swank Motion Pictures, Inc.	\$1,135.00
Michael Lucarelli - cash to Prietti for sponsors	\$400.00
Swank Motion Pictures, Inc.	\$1,100.00
Lakeview Amphitheater	\$1,450.00
Chestnut Street Security, Inc.	\$777.60
Swank Motion Pictures, Inc.	\$1,215.00
Lakeview Amphitheater	\$1,197.36
Lakeview Amphitheater	\$1,197.36
Lakeview Amphitheater	\$1,197.36
Amex - movies	\$143.64
Labor	\$4,000.00
Sound	\$2,000.00
Advertising	\$107,325.00
	\$124,273.32

Funding (pending- based on 2018)

\$5,000- Wegmans

\$5,000- AmeriCU

\$15,000- Onondaga County Trust for Cultural Resources

\$99,000- "in-kind" advertising donation from Galaxy

Onondaga County Trust for Cultural Resources

Program Support Application

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 - a. Description of the project and its core activities and goals.
 - b. Number of persons and geographic distribution to be served directly by the project.
 - c. Detailed description of all sources and uses of funding required to complete the project as well as identifying funds that have already been committed.
4. The most recently approved Annual Report of the organization.
5. For capital projects, the organization must either own, have a legal interest in, or purchase/receive a legal interest with grant proceeds the property.

**Applicants may be required to submit additional information that the CRT deems necessary*

Organization Name: Onondaga Historical Association

Organization Website: cnyhistory.org

Mailing Address: 321 Montgomery Street

City/State/ZIP: 13202

Contact Person/ Phone Number: Jon Zella - 315-428-1864 x315

Email Address: jon.zella@cnyhistory.org

Executive Director/President: Gregg Tripoli

Executive Director/President's Email: gregg.tripoli@cnyhistory.org

Title of Proposed Project: The Brewseum at the Iron Pier

Estimated Project Start Date: June 1st, 2019

Estimated Project End Date: September 30th, 2019

Total Project Budget: 200,000

Funding Requested: 20,000

Use this page to describe the project and the specific nature of what the requested funds will be used for within the broader context of the project. Please write "See attached" and attach additional documentation if needed.

Primary Purpose of Proposed Project:

Attached.

Primary Purpose of Requested Funds:

Attached.

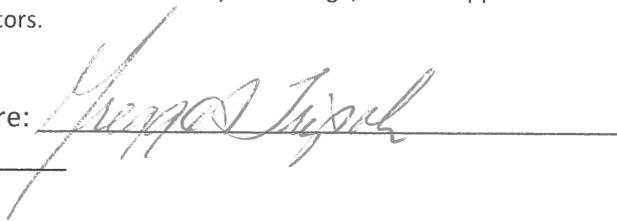
I have read paragraph 6.2 of the instructions and understand that the applicant must identify in writing to CRT any information it deems proprietary and requests not be made publicly available.

Please check here if you have marked information as confidential/proprietary.

I hereby certify that all the facts, figures, and representations made in this application, including all attachments, are true and correct to the best of my knowledge, and this application is made with the approval of my board of directors.

Executive Director Signature: _____

Date: 05/09/2019



May 9th, 2019

Cultural Resources Trust Application Attachment
The Office of Economic Development
333 W. Washington Street, Suite 130
Syracuse, NY 13202

The Onondaga Historical Association (OHA) seeks \$20,000 for the research, development, and artifact and image selection for the Brewseum, a museum on the brewing history in Syracuse and Onondaga County. The Brewseum, in collaboration with COR Development and Bull Finch Brewery, will be housed within the Iron Pier facility located in the Inner Harbor. Interactive permanent exhibits, which will include touch pads, images, and artifacts, will tell the story of Syracuse's brewing industry from its inception through its reemergence today along with the related history of agriculture, temperance, immigration, architecture, and prohibition. This new project creates a unique cultural and educational amenity and leisure activity that's based on a popular theme with a large local and out of town audience.

The Brewseum will be an additional attraction to the amenities in the Iron Pier facility, which include residential apartments as well as boutique shops in addition to the brewery and brewpub. The core audience will be both local residents and tourists, including both overnight and day-trippers, and will be suitable for guests of all-ages. The Brewseum provides a history theme for the brewery, creating a niche that sets it apart from other area breweries and brewpubs by adding a focus (as well as an adjacent amenity) other breweries don't have. That amenity, a museum on our local brewing history, will attract those who specifically seek heritage-related attractions – heritage tourists – along with those seeking to visit breweries – brewery tourists. Heritage Tourists spend more and stay longer at their destinations, according to the American Bus Association and, on average, spend 60% more at approximately \$1,319 per trip, as compared to \$820 for the traditional, domestic leisure traveler. Further, heritage tourists tend to engage with locals through immersive experiences, seek to enrich their lives, and prefer leisure travel that is educational. The Brewseum can help to attract heritage tourists and it creates the opportunity for additional collateral spending throughout the neighborhood, Syracuse, and Onondaga County.

In addition, Millennials are a growth market for heritage tourism, as 73% want to engage in a destination's arts and cultural assets, while two-thirds rate authenticity as extremely important in their travel decisions. This demographic (75% of them) also loves brands that support their local communities and would rather purchase from them. Millennials are also the fastest growing consumers within the craft beer market and make up the majority of craft beer drinkers at 57% according to the Brewers Association. The Brewseum provides a genuine experience that allows this demographic to engage with the region's culture and heritage while supporting local business and a nonprofit organization.

OHA will market to educators, researchers, museum goers, brewery and heritage tourists, beer aficionados, residents, hotel guests (locally and throughout the region), and collateral tourists (those coming to the facility or neighborhood to shop, eat, or drink). OHA will collaborate with area hotels and Visit Syracuse as well as utilize the facility's proximity to Destiny USA and Inner Harbor to attract tourists to this new educational amenity and cultural attraction. Additionally, OHA will utilize its digital presence (Twitter, Facebook, Instagram, Syracuse.com, cnyhistory.org), regular segments on television (Bridge Street TV, Spectrum News, CNY Central), radio and podcast interviews (WRVO, WAER, Stick to Syracuse), and print media (regular articles in

the CNY Business Journal, Goodlife Magazine, Post Standard, as well as our own magazine – “History Highlights”), direct mail to OHA members, donors, and sponsors, and event calendars (Downtown Committee, WRVO, Visit Syracuse, etc.) to promote the facility and reach local and out of town audiences. COR Development and Bull Finch Brewery, with whom we will combine marketing efforts, will also have marketing plans, making use of their own digital outlets, press connections, advertisements, and presence on the “Sip on Syracuse Beer Trail,” multiplying our ability to reach local and out of town audiences.

The Brewseum will help OHA expand its physical footprint, thus allowing the organization to increase attendance and outreach efforts and engage more people. Further, it will create a more proper (and permanent) venue for OHA’s brewery related retail products (shirts, coasters, growlers, glasses, hats, etc.). OHA’s products will be sold on site in collaboration with Bull Finch Brewery and provide an additional revenue stream for the organization. This project also provides more opportunities for additional licensing of logos, recipes, and images to create products with Bull Finch Brewery that will lead to another revenue stream for our organization.

The Brewseum will also display our brewery related historic collection, most of which is in storage and not currently on display, allowing us to utilize that space for future collections in our downtown facility. The Brewseum will give us the ability to provide a more in depth permanent exhibition of the subject than we would otherwise be able to display in any of our existing facilities. OHA’s market share will also increase, as this will be our sixth museum space.

This project will also contribute to neighborhood revitalization, promote mixed use and sustainable development, promote and support local industry, attract tourists and visitors, and educate the public about enriching aspects of our local history. By adding the Brewseum to the Iron Pier facility, we are helping to create density in the growth of a new neighborhood, making it more attractive for future investment, and providing the opportunity for collateral spending. This innovative collaboration will generate an ongoing positive economic impact in our community.

Currently, OHA has secured the following funds for the project: Empire State Development for construction (\$25,000); CNY Arts (\$25,000) and the JM McDonald Foundation (\$10,000) for image and artifact selection, research, writing, and editing.