

## **VILLAGE OF MEDINA TOURISM COMMITTEE MEETING MINUTES**

**August 10, 2011**

**Meeting called to order by Jim Hancock. In attendance were Andrew Maier, Cindy Robinson, Nancy McCarty, Kelly Kiebala, Lisa Trippensee and Dave Miller.**

**Canal Taskforce – it was noted that overall traffic was down. Canal was delayed opening in several areas of the State. A visit of the new Director of the Canal Corp to Medina for a tour of the facilities was postponed. No date for a future visit was given.**

**Medina Business Association report indicated a sell-out at their upcoming Autumn Ale. 29 area businesses are participating. There are 500 Regular tickets and 120 VIP tickets. Beggar's Night will be again sponsored with over 600 children anticipated. There will be a Halloween Decorating Contest this year for businesses and the community, instead of a ScareCrow contest.**

**Under Old Business, Jim reported that the volunteer Visitor's Center has run smoothly over this summer, thanks in great part to the dedicated volunteers. They include Dave Miller, Sue Holland, Norma Huth, Paul Beauchesne and Ben Moss. There were 2 days that we didn't have anybody manning the Center. Also, the person for the Older Worker's Program that we thought might fill those 2 days, didn't work out because the program required 18 hours of work and we could only come up with 12, so perhaps another year.**

**Jim reported that the Canal Heritage Day celebration was this coming Sat. and help was needed. Co-Chair Rikki Cason has done a wonderful job pulling this annual event together.**

**Andrew next asked about the Tourism Budget expenditures from last year, as Village Clerk Peggy Crowley had indicated that we had over spent our budget of \$ 5,000. Last year the Canal Heritage Day spent \$ 1,566.69, but got a \$ 500 grant, making our net expenditures at \$ 1,066.69. These figures came from Peggy Crowley. Lisa reported that the Christmas Celebration spent \$ 3,208.26. The Parade of Lights was self-supporting, but may have had an expense of \$ 267.35, if a carry over amount from last year's Parade wasn't credited. Over all the Tourism Committee spent a total of \$ 4,542.35...under the \$ 5,000 Budgeted amount. Andrew was going to check to see that all the revenues were credited and also, what other expenses may have been charged to the Tourism account.**

**Jim reported that the recent Model Boat Fun Day at Glenwood Lake was a huge success with over 200 spectators attending. It is likely that the International Power Boat Association will sponsor a sanctioned Race next year at Glenwood Lake. If that happens, it could draw 1,000 people or more.**

**Jim reported that the annual Cycle the Canal event took place on Sunday, July 10 with over 500 participants stopping here in Medina. Many marveled at the historic beauty of our village and were grateful for all the hospitality that was shown by our volunteers. Many thanks to those of you who helped, including Dawn**

**Meland, Georgia Thomas, Nancy McCarty, Wayne Hale, Cindy Robinson, Hugh & Betty James, Jim Watson & crew and Jim & Barb Hancock.**

**The Walk the Villages program was a no go this year, as we didn't get the financial backing to move forward. Thanks to Joan DeLario for her work and maybe we can do it next year.**

**Kelly Kiebala reported that GO Art is embarking on a 3 year planning initiative for design and funding for Bike Rack Project throughout the GO area. She will keep us informed, as we have this item on our Planned Year's Program.**

**Under New Business, Jim reported that we are close to having a plan in place to bring Tour Buses into the Medina Business district for what is being called a "Shop Hop". Ryan Pritchard from the Paper Boys is working on getting business participants involved and printing up a map to be used. Cindy will speak with Ryan to move this forward.**

**The "Walk to End Alzheimer's is coming up on Sat., Sept. 17 in the Canal Basin. There could be over a 100 walkers. They may need some help on the day of the walk. This is a major fund raiser for this group and they hope to raise \$ 10,000.**

**Our next big event is the Christmas Celebration and Parade of Lights to be held on Saturday, November 26. Tourism committee members are needed to assist in this huge event. This year there is a Rain date...for the Parade only. The rain date would be the next day, Sunday, Nov. 27, same time and location.**

**A group of people are spearheading an effort to get a Clock installed in Rotary Park. Their fund raising goal is \$ 25,000. This would be a grand addition to our historic downtown.**

**Andrew announced that as part of the National Historic Preservation convention, held in Buffalo, a series of workshops will be conducted here in Medina. Andrew and Mayor Tabelski will participate. Other participants will arrive in Medina by train and will depart by Boat. More details to follow.**

**Kelly announced the upcoming Artists Road Show in Orleans County on August 27<sup>th</sup> from 10 to 3:00 pm. More details on their website.**

**Dave Miller asked about having a Kiosk installed near the Rt. 63 lift bridge telling people about the different events, points of interest and events in Medina. We have one in the Canal Basin but nothing telling potential visitors about what's available in Medina on the tow path. The Village of Middleport has one. It is rustic and likely wouldn't cost that much to build, especially by volunteers. Cindy said this would be a perfect Eagle Scout project. Jim will touch base with Marty Busch to discuss.**

**Kelly announced Arts Council's Grants that are open to villages, libraries and Historical Society's. Maximum is \$ 5,000 per grant. More info on their website.**

**There being no further business, the meeting was adjourned at 5:45.  
Next meeting will be Wednesday, Sept. 14 at 4:30 pm**