

ERIE CANALWAY NATIONAL HERITAGE CORRIDOR COMMISSION
MEETING MINUTES
April 11, 2006
Arrowhead Lodge at Oneida Shores Park
9248 McKinley Ridge Road
Brewertown, NY

Call to Order:

Commissioner Eric Mower called the meeting to order at 10:00 a.m.

Opening Remarks:

- On March 21st the Governor of New York State approved the Erie Canalway National Heritage Corridor Preservation and Management Plan. The Commission is now waiting for the Secretary of the Interior's approval of the plan which will take approximately six weeks. Once the Secretary of the Interior approves plan, it will be official.
- The new Erie Canalway National Heritage Corridor unigrid brochure is at the printers and should be available by May or June 2006. In addition, wayside exhibits will be installed by early summer in Syracuse, Rome, Palmyra, and Canastota.

Attendance:

Attendance was taken (see attached list), and it was determined that there was not a quorum. The quorum issue includes several vacant commissioner positions, possible changes to our legislation which were discussed. The meeting proceeded to provide an update on issues.

Approval of Meeting Minutes:

Since there was not a quorum, the meeting minutes could not be approved.

One correction on the minutes: At the previous Commission meeting, it was expressed that there was to be a final report on the grants program at this meeting. Further work needs to be done on the proposal; therefore, a final report is postponed.

Budget Report:

- Second line item--there is \$13,228 unexpended that is available to be moved over to other project lines.
- Line 261A, supplies and equipment--Indicates that the Commission needs to budget more on that line item. The budget is at 113 % of expenditures and this is due to our increase in staff and new office space and the miscellaneous default codes on the automated financial system.

Last two line items:

- Project development line item: The \$133,000 of available funds will be a subject of later discussion of what will be done with that project money.
- HUD funding line item: Out of the \$100,000 of funds, there is an estimated \$33,000 earmarked for the printing of the Preservation and Management Plan.

Comments on 2007 Budget:

Frank Dean, Executive Director stated that in February 2006 he and Eric Mower were in Washington D.C. talking with congressional representatives about the Federal 2007 budget. Initially, the President's budget had put the heritage area funds in a competitive grant cycle with Preserve America. The latest word is that there will be a correction to this change which will put back the funds in its original methodology and programming. As a result, Erie Canalway National Heritage Corridor will not have to get funding through a competitive process like the one the President's budget had envisioned.

Proposed Fundraising Organization, Status Report:

Joe Callahan comments: The name for the new fundraising organization is Erie Canalway Heritage Fund. The Executive Committee has approved the name and they believe that it truly represents the fundraising nature of the organization as opposed to other possible names. Commissioners Joe Callahan, Eric Mower, and Kim Seager are the three initial directors of the organization; this was done for convenience because they are all located within the same geographic area which is beneficial for signing documents.

The Commission received a copy of the certificate of incorporation. Kim Seager will act as the incorporator. After she signs the certificate, and the Commission approves, it will be filed with the New York State Secretary of State. Acceptance of the certificate will take four to seven days. Thereafter, the Commission will seek 501c3 and tax exempt status with the IRS.

Eric Mower comments: Next step, the Commission must look for a board of directors. They will need to identify and attract high-profile people from the outside that are dedicated and have fundraising ability.

Proposed Signature Event-Canal Boat *Lois McClure* Tour of the Erie Canal in 2007:

Presenters: Arthur Cohn, Executive Director from the Lake Champlain Maritime Museum & Erick Tichonuk, Educator, Captain and Builder of the *Lois McClure*

Subject: The Lake Champlain Maritime Museum is proposing a three-month journey of the Lake Champlain Maritime Museum's canal schooner *Lois McClure* along the Champlain, Erie, and Oswego canals and the Finger Lakes. The success of their 2005 voyage, through the Champlain Canal and along the Hudson River to New York City, showed that the *Lois McClure* and her crew have the ability to engage the public in the history of the canal era. This floating museum is a replica of two Lake Champlain shipwrecks, and it has the size and presence to provoke visitors to get on board and to learn about the history the vessel represents. The boat can accommodate up to 2000 visitors a day and provides an opportunity for group tours. In the evening, the boat can be used for social or fundraising events.

Proposal:

The Lake Champlain Maritime Museum is proposing a partnership with the Commission, which would commission the canal schooner *Lois McClure* and its companion vessel, the tugboat *C. L. Churchill*, to travel the Corridor and provide educational services to visitors. They would like to take the *Lois McClure* on a three-month journey through the interconnecting waterways of the Erie Canalway Corridor to re-create the paths canal boats took between the 18th and 19th

century. They propose that the scheduling and fundraising for this journey will be supported by the Erie Canalway staff and Commission because ECNHC is familiar with the Corridor. By reviewing their 2005 budget, the Lake Champlain Maritime Museum could make the two vessels, support vehicles, and a permanent crew of six to ten supplemented by a volunteer crew of four to six people available to the Erie Canalway program for \$300,000. This would include all operational costs for that period, including insurance. This would not include any specific new interpretive panels or their production, marketing, and public relations activities. Cabot Creamery has already pledged \$25,000 towards the \$300,000 funding goal. They are also willing to help with marketing and cheese etc. Initially, it was thought that the project would cost \$500,000 because of the 2005 *Lois McClure* four month voyage cost \$560,000, but the Lake Champlain Maritime staff has learned to operate the boat more efficiently and they will bring things to the "table"-- for instance, they have found a food sponsor that will feed the crew for the journey.

Questions from Commission:

Joe Callahan and Stuart Stein asked: What is the appropriateness of a boat of this type?-- Is this a lake boat or a canal boat?--Was this type of boat used on the Erie Canal?

Lake Champlain Maritime Museum Answers:

Eric Bassette commented: The *Lois McClure* and the Erie Canalway are intimately tied together. Between the 19th and 20th Century, the construction of a series of New York State Canals allowed movement of natural resources throughout New York State. These waterways worked with the connection between the Erie and Lake Champlain. Theodore Bartley operated a canal boat similar to the *Lois McClure* in the Champlain valley for over 30 years and kept a complete record of his travels. He, like many others, traveled through the Champlain, Hudson, and Erie canals all the way out to Buffalo. The Lake Champlain Maritime Museum has always attempted to make this connection with the public. These canal boats also sailed on the Cayuga and Seneca Lakes.

Commission Comments:

- Joe Callahan: The Commission can define a counter offer for the \$300,000 fundraising goal.
- Eric Mower: Larger donors are more appropriate for this project. The Commission will approach smaller donors (\$5,000 or \$10,000k) for future projects.
- Frank Dean: The Commission will seek a financial partnership with the Canal Corporation or other interested canal organizations for this project.
- Eric Mower: If the Commission wants to do this project, they would need to agree that they need a window of time to move forward and identify donor dollars.
- Eric Mower: The Commission does not need the foundation to raise the money for this event.
- The majority of the Commissioner are interested in the *Lois McClure* project.
- Frank Dean: The city of Buffalo will finalize the Erie Canal Harbor Rehabilitation project in possibly 2007 and it would be great opportunity to schedule the *Lois McClure* vessel to celebrate the completion of that project at the original terminus of the canal.
- Frank Dean commented that he has enough staff to support this signature event.

- Eric Mower: Even though Cabot Creamery stated they would market this event, he is concerned that Western New York is not Cabot's primary territory. As a result, there may be marketing expenses which the Commission may need to pay; this may exceed the \$300,000.
- Eric Mower: The *Lois McClure* project would not affect the funding of the *Day Peckenpaugh*. These are two different boats with different agendas and venues. Both projects are historic in their own rite.
- Eric Mower: The *Lois McClure* might add some excitement from donors to participate in future projects such as the *Day Peckenpaugh* and Pier A.
- The Commission committed \$50,000 initially for the event.

Proposed project from Media Artists

Presenter: Ronald Marquisee, USCG Master & Film Maker

Project Overview: The project involves the development of a set of boater oriented high definition DVD disks that contain both video programs and PDF books to facilitate and encourage travel along selected routes in the Erie Canalway National Heritage Corridor. Media Artists produced 26 episodes of the series *Cruising American's Waterways*, which included the Erie Canal, and are currently in distribution; these DVD's reach 92% of American households and households in Canada on PBS. The new high definition DVD's would include shooting a quality video and photography along the entire route.

Proposal:

The proposal is to do a high definition set of DVD's that package the Erie Canalway loop route primarily for boaters but for others as well. Ron Marquisee asked the Commission for \$100,000 to support the project.

Ron Marquisee, Comments:

- He spoke with over a 100 boaters at the NYC boat show. He perceived that the consensus was that many boaters do not know that the majority of the New York State Canal System is fully operable.
- Two hundred affiliates carry Media Artists' DVD's.
- By using DVD's and through PBS, Media Artists can reach boaters primarily in New York, New Jersey and all along the East Coast.
- This DVD will promote tourism from Canada because the waterways are linked to the Erie Canal National Heritage Corridor.
- West Marine, which is the largest distributor of marine related items in the US, distributes the current DVD series.
- The DVD that Media Artists will produce for the Erie Canalway will possibly consist of three DVD's which would include 6 hours of material.

Commission Comments:

- Frank Dean: Ronald Marquisee indicated that \$100,000 for the project would be ideal, but \$50,000 would be greatly appreciated.

- Eric Mower: This is a profit-making venture and the Commission should look at the profit margin for this project. There is a question why the Commission would give money to a profit-making business.
- Frank Dean: A few years ago, the Commission contributed \$30,000 to Media Artists for a similar project, so we already assisted with this marketing need.

Grants Program:

Eric Mower: The January Commission minutes indicate that at this meeting there would be a final presentation on the grants program. Stuart Stein reported that the work on the grants program is moving forward, but there would not be a final presentation. The launch of the new grants program is scheduled for the next fiscal year, probably starting sometime in October-November 2006. There are newly administered NPS guidelines regarding grants programs and the Erie Canalway program will need to follow these guidelines. The NPS is currently assisting Erie Canalway with this process. Until the NPS fully develops the guidelines, the grants program will be put on hold. Hannah Blake will make a presentation on the grants program progress in the near future.

Old Business:

Pier A Update: Eric Mower stated that the lack of progress of Pier A is connected to the lack of progress with the City of New York, the NPS, and other interested parties have had in working out the complications of a lease that was signed when Mayor Ed Koch was in office. The lease was signed with a developer and had very specific aspirations for Pier A. The Pier A project has become more complicated with competing ferry services that seek to have access to the pier. Until all of the lease issues and the competing ferry issues are resolved, the NPS is unable to settle whether they will be able to use the Pier as an embarkation and security clearance point for the Statue of Liberty and Ellis Island. This has put the Commission plans for Pier A on hold because we need support from the NPS for this project.

New Business:

Commissioner Spike Herzig comments:

- A November 2005 meeting of the Cultural Heritage and Tourism Organization was held in Washington D.C. Four hundred people from all over the U.S. met in an attempt to create an interest for cultural and heritage and how it would relate to tourism for profit. Mr. Herzig represented the Erie Canalway as a presenter and let everyone who attended know the Commission's goals.
- He thanked Frank Dean, Executive Director for making a presentation to the Geneva Area Chamber of Commerce Tourism Council in November 2005. Mr. Dean spoke on how Geneva could move forward with its lake front development.
- The spring issue of Touring New York is out which includes a nine-page feature on touring Erie Canalway.

- Peter Wiles, Clint Brown, Spike Herzig, Judy Dean and Michele Bielman are board members of Canal New York. Canal New York is a private sector business organization aiming to market the Erie Canalway.

Public Comment:

Henry McCartney announced the new organization Western Erie Canal Alliance as the continuation of the Western Erie Canalway Heritage Corridor Planning Commission. New York State Parks and the five counties it represents have approved Western Erie's plan. This organization will work to develop partnerships and advocate for the corridor in the western five counties of New York and will support the mission of the Erie Canalway National Heritage Corridor Commission.

Election of Vice Chair:

Alice Roth was not present and there was not a quorum. As a result, there was no election.

Executive Director's Report:

- Frank Dean attended the first meeting of the Western Erie Canal Alliance in Rochester and he is looking forward to working with them on Erie Canalway initiatives.
- The Commission appointment process is progressing. The Commission had four vacancies and by moving some seats, because of redistricting, it opened up a couple of at-large seats. Congressman Higgins recently nominated Clinton Brown from Buffalo. Peter Wiles and Vicky Daly have also been nominated. All nominees are still waiting for official confirmation of their appointment from the Department of Interior.
- Wayside exhibits and brochures projects are moving forward.
- ECNHC, New York State Department of Education and Canal Corporation are collaborating on the *Day Peckenaugh* and Matton's historic shipyard projects at Peebles Island, New York. Erie Canalway is looking to work with the NPS for inkind expertise to see what can be done with the Matton Shipyard project, which will ultimately be the home for the *Day Peckenaugh*.
- A couple of new cooperative agreements will be coming to the Erie Canalway Commission for review and signatures. One agreement will be with the Western Erie Canal Alliance. The other with the State Education Department; this agreement will help facilitate the sharing of resources for the *Day Peckenaugh* project and education in general.
- A marketing workshop is planned for the near future in Geneva, New York. The workshop will be facilitated by Elaine Carmichael who is one of our consultants for the Preservation and Management Plan.
- The Quality Community Conference will be held on April 26, 2006 in Rochester. The conference will be on canal communities. Frank Dean is one of the speakers.

- The National Park Service Regional Director Mary Bomar will be visiting the Erie Canalway May 17-19, 2006. She will fly to Buffalo and will be driving the entire canal with Frank Dean. She has been in office for less than a year. Her purpose for the trip is to familiarize herself with her Region.
- Peebles Island Visitor Center opens May 6 for the season for weekends. Then after Memorial Day, it will be open fulltime. Erie Canalway is hiring two seasonal rangers to staff the center.

Date for Next Commission Meeting:

The annual meeting is scheduled for June 21, 2006 at 10:00am.

Wrap up and Adjourn:

- Eric Mower: The new commission officer nominating committee includes Commissioners Russ Andrews, Peter Welsy, and Pieter Smeenk.
- Meeting adjourned at 12:45 p.m

Prepared by: Lori Solomon-Duell

Date:

Approved by: Secretary Megan Levine

Date: _____

Approved by the Erie Canalway National Heritage Corridor Commission, November 16, 2006

ATTENDANCE

April 11, 2006

Erie Canalway National Heritage Corridor

Arrowhead Lodge at Oneida Shores Park

Brewertown, NY

ECNHC Commission Members

Eric Mower, Chair

Joseph M. Callahan, Treasurer

Russell S. Andrews

Carol B. Greenough

Thomas X. Grasso

Lynn B. Herzig

Judy Schmidt-Dean

Kimberly M. Seager

Pieter Smeenk

Stuart Stein

Alan N. Vincent

Peter Welsby

Liaisons to the Commission

John Feltman, NYS DEC

Marcia Kees, NYS OPRHP

Bob Miron, ESDC

Janet DeOrdio, NYS Canal Corp.

Staff

Frank Dean

Hannah Blake

Duncan Hay

Beth Sciumeca

Lori Duell

Guests

Art Cohn, Lake Champlain Maritime Museum

Eric Tichonuk, Lake Champlain Maritime Museum

Clinton Brown, Clinton Brown Company

Robert Chadwick, Arrowhead Lodge Manager

Peter Wiles, Jr., Mid-Lakes Navigation

Michele Beilman, Canal Society of New York

Henry McCartney, Western Erie Alliance

Ron Marquisee, Media Artists

Robert Gladden, Geneva Area Chamber of Commerce