Cortland County Convention & Visitors Bureau
June 25, 2026 Board of Directors Meeting Minutes
In-Person Meeting at 42 Main Street, Cortland

Directors Present:	Ty Marshal, Tabitha Scoville, Kim Thayer, Chris Merkley, Savannah Hempstead, Molly Reagan, Sam Ferro
Directors Excused:	Ilya Shmulenson, Dianne Galutz, Tammy Timmerman, Carly Doughtery
Directors Absent:	Shine Taylor
Advisory Members Present:	Keith VanGorder
Advisory Members Excused:	
Staff Present:	Michelle Enright, Candace Rozansky
Guests:	None

Vice President S. Ferro called the meeting to order at 8:04 a.m.

Meeting Minutes:
The May Board Meeting minutes were reviewed and accepted.

Financials:
M. Enright reviewed the financials and noted that Tourism Marketing Grant vouchers are beginning to come in. Several new marketing campaigns will put advertising expenses above the budgeted amount; funding will be moved from Special Projects to cover those costs.

President's Report:
President I. Shmulenson was not in attendance. Vice President S. Ferro shared updates on a visit to Nanu's and the new Ronnie James Dio mural being painted at the Hollywood.

Executive Director's Report:
M. Enright reported on the activities of the CVB since the last Board meeting. Reported that the County was auditing the Tourism Marketing Grants and 2025 CVB financials. She met with NBT Wealth Management about investment opportunities. The occupancy tax bill passed the Assembly and returned to the Senate. Board members were encouraged to write a letter to Governor Hochul. The new Travel Guide is available, with 20,000 copies printed. Guides and promotional materials were distributed for SUNY Cortland Open Houses and two conventions, and a bulk pickup was planned at BRU64 for July 2. Marketing initiatives moving forward include Centro promotion for the Ice Cream Trail, a Times Union/Hearst Media campaign, and Advanced Media sponsored content and advertising. The Ice Cream Trail had distributed 3,000 maps. Its social campaign reached approximately 19,000 accounts. The Planning Department's Way2Go sessions had begun. The CVB also submitted an ARC prequalification application for a county tourism strategic plan, was considering an ESD grant application, and planned to pursue a CNY Community Grant for a storytelling campaign.

Digital Marketing Manager Report:
C. Rozansky reported that the Cortland Curiosities Trail is performing well, with local audiences responding to the storytelling content. More interactions are helping the posts reach a wider audience. Part I of the NYC College reel has reached more than 40,000 views. The Cortland

Standard has also been publishing Experience Cortland blog posts, which have driven traffic to the website.

Old Business:

1. **CVB Office:**
    - M. Enright reviewed a potential move to Crescent Commons. Proposed base rent was $1,200 per month, compared with $1,900 at the current location. Utilities and maintenance were estimated at $200 per month, and parking would be free, compared with the current annual parking cost of $1,044. Staff cited uncertainty about the current building and future rent as reasons for considering the move.
    - **Motion:** S. Hempstead moved to authorize the CVB to move to the Crescent Commons space under a three-year lease beginning January 1, 2027, with base rent of $1,200 per month and $200 for utilities. Seconded by T. Marshall. All in favor; none opposed.
    - Board members recommended speaking with the County Administrator about the move during discussions of the 2027 contract.
    - Board members recommended considering Ed & Ed of Syracuse when reviewing equipment leases.

2. **STR Report:** Year-over-year numbers were slightly below 2025 levels, with a busy summer season expected.

New Business:

1. **CVB Board Updates**
    - M. Enright reported that E. Mulvihill had been removed from the Board following three unexcused absences. Board members discussed how such decisions should be handled in the future. They recommended that the Board President and Executive Committee be involved and that a warning be sent after two unexcused absences. M. Enright said the bylaws would be reviewed this summer to clarify the process.
    - T. Marshall recommended that the Board President contact E. Mulvihill for a conversation about the decision.
2. **Media Hits**
    - Coffee Mania received a four-page feature in Life in the Finger Lakes. Greek Peak Mountain Resort was also included in the Top 25 Disc Golf Courses at Ski Areas by UDisc.

Around the Table:

K. VanGorder: No updates.
S. Hempstead: Shared plans for the July 4 celebration, including historical displays and fireworks. Gates open at 8am, and parking is $5, cash only. Pumpkinfest planning is also moving forward.
C. Merkley: Reported a summer music lesson partnership at Rose Hall. SunDog is onboarding approximately 25–30 employees and is aiming for a soft opening in July.
T. Marshal: Shared plans for Homer's July 4 celebration, including the annual reading of the Declaration of Independence at 10am at the Center for the Arts. The third annual Plein Air Festival is expected to bring about 50 out-of-town artists for several days in conjunction with Holiday in Homer. The Center is partnering with Coffee Mania on a special blend and a golden-ticket promotion for a season of concerts, and with All My Friends Books on a third satellite location. At the Cortland Country Music Park, infrastructure updates have been made, seasonal camping has

grown, and a recent hoedown drew approximately 800 people. Quarterly museum exhibits continue.
S. Ferro: Reported that the hotel parking lot was resealed and striped and that the kitchen cabinets were replaced. Staff held a sales blitz with local partners to generate new business. Baseball is bringing weekend and midweek activity. Also been assisting hotels in Syracuse and Liverpool.
T. Scoville: The Cortland County Historical Society will host a Business After Hours event in July at its new space. The remaining Cortland Standard materials have been retrieved. A Bertini Family Foundation grant will support sound equipment at Grace Street. Upcoming programs include presentations by George Cummings and Perry Ground, a July Lunch and Learn, and a talk by Mike McMahon on immigration.
K. Thayer: Virgil's fireworks are scheduled for July 3. The Princess Breakfast was successful, and the team is exploring a superhero-themed event. Burgers, Brews and Views draws approximately 100–150 people on Tuesdays. Upcoming events include Ditch Banger in late July and She Rises in September. Greek Peak is hiring a marketing manager to focus on social media and promote weddings across additional platforms.
M. Reagan: Art Camp begins next week. The organization continues mural work across New York State. Porchfest planning is going well for August 16, with the Old Timers Band, music teachers, and students expected to participate. The Main Street Music Series has been rebranded as Main Street Live.

The meeting adjourned 9:39 a.m.

Respectfully Submitted,
M. Enright
Executive Director