

Cortland County Convention & Visitors Bureau
March 26, 2026 Board of Directors Meeting Minutes
In-Person Meeting at 42 Main Street, Cortland

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

President I. Shmulenson called the meeting to order at 8:00 a.m.

Meeting Minutes:

The February Board Meeting minutes were reviewed and accepted.

Financials:

In T. Timmerman's absence, M. Enright reported on the financials. The Tourism Marketing Grant award recommendations were approved by the County so all budgeted amounts are final. There is \$400 in Sponsorship Revenue so far. Received donations from Wegmans, Price Chopper and Trinity Valley for Roots & Rhythm. There have been no donations for the sponsorship package for all three events.

President's Report:

President I. Shmulenson reported that he, M. Enright and Machell Phelps presented to Leadership Cortland during a tourism-related panel. Made the case for why tourism important in Cortland County. The next occupancy tax community discussion will be held on Thursday, April 2 at 8:30 a.m. at Cortland Repertory Theatre Downtown.

Executive Director's Report:

M. Enright reported on the activities of the CVB since the last Board meeting. Tourism Marketing Grant funding recommendations were approved at last month's Legislative Session, and a meeting was held with all awardees to review guidelines and answer questions. A welcome banner was installed on Main Street for the NIRSA Basketball Tournament, and additional sports tourism materials are in progress, including pop-up banners for tabling and hotel room table cards. Gutches Lumber Sports Complex has received approval to place promotional banners at the ballpark. Travel Guides have been distributed at eight travel shows through the NYSTIA Champions program so far in 2026. The 3rd Annual She Shines event drew around 500 attendees and raised \$800 for the Grace Brown House, supported by a final social campaign that generated 18K impressions and reached 14.5K accounts. The America 250 landing page on ExperienceCortland.com is live, with the graphics pack and FLX Heritage Map available for download. The Executive Director also met with United Way to discuss partnership opportunities, including a potential county-wide holiday shopping event tied to their planned Bells & Bows initiative in December, and shared upcoming outreach plans including the NYS Tourism Conference

(April 22–24), Dream Destinations Travel Show (April 12), and SUNY Cortland Open House (April 11).

Board members noted that Cincinnatus hosts holiday-themed events the first weekend of December, which could be a good opportunity to align efforts and broaden participation for United Way event.

Digital Marketing Manager Report:

C. Rozansky reported new art installation at Hairy Tony's and reported that while social is typically quieter this time of year, performance remains steady. Cortland Curiosities content has been responding well to a consistent posting window. Noted that intern Annalise has left SUNY Cortland for personal reasons; research she completed will be revisited in October. Finally, she shared Roots & Rhythm updates, noting Cassie has been doing a great job helping fill remaining vendor spots, and confirmed entertainment details including Molly & the Ringwalds, with Ty extending the event and adding an after-party set by Dock Holiday.

Old Business:

1. Occupancy Tax

- Reminder that the next community discussion about Occupancy Tax will be Thursday, April 2 at 8:30 p.m. at Cortland Repertory Theatre Downtown.

2. STR Report

- Hope Lake Lodge is officially reporting to the STR report. Numbers are still slightly skewed when compared to 2025 because they still need to input data through January 2025.

New Business:

1. Media Hits

- Majority of media hits this month were in relation to the She Shines event, including a piece by 607News.

Around the Table:

VanGorder: No updates.

S. Hempstead: Pumpkinfest sponsorships are coming in and sticking with a tightened timeline to support marketing. Craft artisan vendor applications will go live next Friday. Planning for the July 4 event is underway with details expected by the end of March.

C. Merkley: Liquor license application has been submitted and a Health Department visit is being scheduled. Main Street Music has secured Beginnings as a title sponsor, and events are planned for the last four Fridays in July

I. Shmulenson: Maple Sugaring Day is this Saturday from 9 a.m.- 1p.m. with pancakes and educational activities, including participation from an OCM BOCES environmental science class. School break camp is next week with 30 youth at Lime Hollow. "Love Where You Play" spring cleanup and trail maintenance is planned for the end of April with five projects across Lime Hollow.

S. Ferro: The Hampton receive a positive quality insurance inspection. Upcoming parking lot sealing/stripping, and pool-area renovations, with operations expected to pick up as baseball season begins.

D. Galutz: There have been many downtown bookings for private events, including every Saturday booked for weddings at the Pavilion. Bluegrass Ramble is returning to Dwyer Memorial Park. CRT

purchased a new soundboard through a mini fundraiser, and a late April fundraiser is planned to support the season, raffles, and the intern program.

T. Scoville: Planning for the Tompkins Street historic marker installation (targeting the second week of May). Mother's Day brunch tickets are on sale, and upcoming events include a Kentucky Derby watch party on May 2 at the Country Club and Lunch & Learns beginning in April.

K. Thayer: Ski season is wrapping up, with Pond Skimming scheduled for April 4. Upcoming events include Easter Brunch at the Lookout, an end-of-April wedding showcase (50+ vendors), Mom's Night In on May 9, and Princess Breakfast on May 31. Season pass pricing increases April 1, and a \$3M capital project is planned to expand snowmaking.

S. Taylor: Shared that she is now employed at Sidney Federal Credit Union.

The meeting adjourned at 9:07am.

Respectfully Submitted,

M. Enright

Executive Director