Cortland County Convention & Visitors Bureau
September 24, 2026 Board of Directors Meeting Minutes
In-Person Meeting at 42 Main Street, Cortland

Directors Present:	Ty Marshal, Kim Thayer, Chris Merkley, Savannah Hempstead, Molly Reagan, Sam Ferro, Ilya Shmulenson, Dianne Galutz, Tammy Timmerman, Carly Doughtery
Directors Excused:	Tabitha Scoville
Directors Absent:	
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 8:02 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 reported that he and M. Enright continue to meet to discuss the CVB's future and role. They also met with a local attorney to review past County contracts and discuss updates to request in the 2027 contract.

M. Enright provided an update on her meeting with the County Administrator. Funding was expected to be close to the 2026 amount, with Tourism Marketing Grants moving to County administration and CVB payments moving to a reimbursement schedule. T. Timmerman recommended requesting contract language to establish a timeframe for the County to process reimbursements.

The Board discussed the CVB's direction for 2028 and 2029 and whether changes to its role or services should be considered. M. Enright reported that the ESD and ARC grant requests for a tourism strategic plan were withdrawn because the County did not provide a letter of support. Board members recommended researching other CVB models, including how organizations operate without County funding.

The next step is to receive the draft 2027 contract and have it reviewed by the CVB's attorney.

Executive Director's Report:
M. Enright noted that her report was included in the Board packet and invited questions. She highlighted a proposed partnership with Seven Valleys Health Coalition to create an online resource for local food and agritourism. The CVB would maintain the resource in partnership with Seven Valleys. Funding is being explored through Seven Valleys' CNY Community Foundation grant

request and the CVB's 2027 budget, potentially through I LOVE NY Matching Funds. Design discussions have begun, and website cost estimates will be requested. Also reported submitting a $20,000 CNY Community Foundation grant request for *Made of Cortland*, with a proposed CVB contribution of $6,000–$7,000. The project would feature four documentary-style videos highlighting local people and places, supported by photography and shorter social videos. A funding decision is expected in November or early December.

Digital Marketing Manager Report:
C. Rozansky noted that her report was included in the Board packet for review. She reminded members that the Curiosities Market is scheduled for October 17 at The Vault and the Book Release Party for Tuesday, October 27 at All My Friends Books.

Old Business:

1. **CVB Office:**
    - M. Enright reported that initial renovation bids for the potential Crescent Commons office space were higher than expected and would increase the proposed rent. Staff also toured space in the former KeyBank building on Main Street, but it did not meet the CVB's needs. The real estate agent has been asked to seek additional bids for Crescent Commons, which remains the preferred location. Board members offered to share local contractor contacts to pass along to the agent.

2. **STR Report:** M. Enright reported that hotel occupancy is up through August 2026 compared to the same period in 2025. S. Ferro added that demand and revenue also increased.

New Business:

1. **CVB Board Updates**

    M. Enright reported that S. Taylor stepped down from the Board for personal reasons, bringing membership to the minimum of 11. T. Scoville's term ends in December 2026, creating a need to recruit additional members. M. Enright requested permission to contact potential candidates from real estate, SUNY Cortland, and the legal field. The Board agreed with this direction. M. Enright asked Board Members to provide name recommendations.

Around the Table:
I. Shmulenson: Lime Hollow has been busy. Funding has been secured to install a Fairy Forest play space for children ages 0–3.
M. Reagan: Chefs Take a Stand is happening on Wednesday, October 7.
C. Dougherty: A mini market is planned for the front of the Main Street space, with hopes of opening before Thanksgiving. Cortland Wellness Studio now carries Food & Ferments products. The business is participating in Oktoberfest with programming on the history of cabbage, and online orders continue to grow.
T. Marshal: Shared updates on a program to bring international travelers to the property and opportunities to support the Center for the Arts. Coffee Mania has new owners. The Center is partnering with Coffee Depot on an EQ Blend and a golden-ticket promotion offering free shows for a year. An architectural review of the Little White Church is also underway.
T. Timmerman: A new Mexican restaurant is opening in the former Stone Lounge space. College students have returned, though bar business has been slower.

S. Ferro: SUNY Cortland and Cornell family weekends are expected to bring a busy weekend for the hotel. Interior and landscaping updates are underway.
K. Thayer: Greek Peak hosted an archery event, with participation down by 25 shooters. Preparations for ski season are underway, and the resort will host the Ski Areas of New York Conference in 2028. The Fall Festival is scheduled for October 10.
D. Galutz: Kerby will step down December 31, with Andrea Dotto serving as interim producing director beginning January 1. The concert series has been going well. Fiber Fest is scheduled for October 10–11.

The meeting adjourned at 9:47 a.m.

Respectfully Submitted,
M. Enright
Executive Director