

Minutes

Airport Renaming Advisory Committee

Regular Meeting

Thursday, January 12, 2023

Members Present:

Andy Moore

Erica Mock

Vince Felder

Tom Flynn

Sean Delehanty

Diana Rapp Keating

Rev. Julius Jackson

Members Excused:

Kathryn Murano Santos

Dan Quatro

Absent:

Carvin Eison

Others Present:

Bill Johnston

Steve Barz

Tom Mann

Richard Glazer

Meeting called to order at 12:13pm

Public Participation

No public comment

Chairman's Report

Chairman Felder began with an update on the progress and work of the committee since its inception in 2020. Chairman Felder reiterated the Committee's mission of assisting the Airport Administration with the development of the design and implementation of the Airfield Observatory into the Frederick Douglass legacy project.

State Project Update

Member Moore gave an update on the status of the State Grant project and the state funding allocated towards the Frederick Douglass legacy project within the Airport terminal. Member Moore informed the committee of the timeline and deadlines for the state construction project, with a full completion deadline of December 31, 2024.

Committee Reports

Education Subcommittee:

Member Mock provided an update on behalf of the Education Subcommittee in the absence of Subcommittee Chair Kathryn Murano Santos. The complete Subcommittee report is attached to these

minutes.

Member Mock asked the following questions on behalf of the Education Subcommittee –

Can a percentage of fund be allocated or the grant amended for exhibits on the secured side or is the money by the state specifically just for the observation deck? This is the second time on record this has been asked.

Member Moore responded that yes, a moderate amount of funding could be diverted to the secured side, away from the Observatory. He explained that any money diverted to the secured side will take away from what is available on the unsecured side and the planned Frederick Douglass legacy project area in the Airfield Observatory.

Can the grant be amended for more time to come up with the thematic and overall display, as the education subcommittee feels that they have not been included in the entire process including the rendering that was submitted for the grant initially?

Member Moore responded that no, the grant cannot be amended for additional time. The contract signed requires the project to be completed within 24 months, and by December 31, 2024. He added that, in his opinion, asking the state for additional time will reflect poorly on this initiative and jeopardize its credibility. Additionally, it would set a precedent that NYS would want to avoid – allowing an extension for the Rochester project would mean they would have let other grant recipients have the same benefit.

What is the potential for Phase Two of project and potentially expanding to the secured side of the Airport?

Member Moore responded that Phase Two could occur down the road. He strongly recommended to the committee and sub-committee focus on Phase One, which is the portion of the program funded by New York State.

Member Mock explained that the 24 month timeline is not just for the Committee to develop plans, but also for the work to be completed by design firms, fabricators and construction.

Did New York State grant include plans to include a conference center?

Member Moore responded that no, the state grant did not include a conference center

Can the Blanche Scott airplane, located in the Airfield Observatory, be moved?

Member Moore described the available space for the Frederick Douglass legacy project was roughly 2,000 sf. Expanding the initial project will add costs, or stretch current costs thin, to fill the open space taken by the Scott airplane. Member Moore explained that available space is limited at the Airport and moving the airplane out of the observatory will be difficult due to lack of available space. He also explained the significance of the plane at the airport.

Member Mock explained the next steps for the Education Subcommittee. Member Mock detailed her conversations with SEI Design, the designers for the Frederick Douglass legacy project, and what will be included in the observatory area. SEI has provided Member Mock with deadlines for each individual stage of the process.

Member Mock proposed a deadline of March 15, 2023 for the Education Subcommittee to supply content for the Frederick Douglass legacy project. The Subcommittee will be required to submit their recommendations to the Committee to fulfill the deadlines provided by SEI.

Member Moore asked a clarifying question of what will be provided by the Education Subcommittee. Member Mock responded that the Education Subcommittee should provide certain specificities that help tell the story and life of Frederick Douglass. Member Mock provided some examples of displays that could be included in the Frederick Douglass legacy project.

Member Rapp Keating informed the committee of an informational brochure that Visit Rochester can work with the Committee on to develop.

Member Flynn provided a personal experience of a recent visit to the Airport with guests of his family. Chairman Felder asked whether some interpretive signage can be displayed to help inform visitors of what the current displays are in the Observatory.

Member Moore asked whether the committee wants to make a motion to require the Education Subcommittee to have recommendations?

Member Mock responded in the affirmative.

Member Delehanty made a motion to set a deadline of March 15, 2023 for the Education subcommittee to provide the Advisory Committee with content for the Frederick Douglass legacy project. Member Jackson seconded. Motion passed 7-0.

Member Rapp Keating asked whether a meeting should be scheduled for the week following the March 15, 2023 deadline to review their recommendations. Member Mock responded in the affirmative. A March meeting will be planned.

Other Business

No further business.

Meeting adjourned at 1:17 p.m.

Over the past three months, the Education Subcommittee has developed a work plan and made significant progress toward completing the first deliverable called for in the Education Subcommittee’s Charter, an **Interpretive Master Plan** for the airport exhibits. In its final form, the Interpretive Master Plan will provide a comprehensive framework for exhibit content and experience development, including recommended target audiences, learning outcomes, themes and storylines, and content delivery methods. A current draft of that document (12/21/22 revision) is attached here.

After building consensus around key elements of the Interpretive Master Plan (recommended exhibit objectives and outcomes, a revised big idea, and key messages and critical questions), the Education Subcommittee held a content development workshop as an important next step. The primary purpose of the workshop was to brainstorm and prioritize the exhibition narratives and ways that visitors will experience and engage with those ideas and stories in the exhibition space. On December 21, 2022, Tory Van Voorhis hosted and facilitated the content development workshop at her Second Avenue Learning offices.

After much discussion of the intended exhibit location(s) and target audiences, the group reached several agreements:

- The project will have the greatest access and impact if Douglass family exhibits/educational opportunities are available in both the Observation Deck and areas on the secure side of the airport. This reaffirms the original recommendation of the Education Subcommittee as reported to the Renaming Committee on August 15, 2021.
- It would be helpful to further segment the target audiences already identified for the project and to develop different interpretive strategies for reaching each of these audience segments.
- Since there are concerns about the sustainability of school groups visiting the airport on field trips, it would be strategic to develop a freely available curriculum (differentiated by developmental/grade level) that can be used by teachers in the classroom and/or as a companion to the airport exhibits as the way to reach school-based audiences. Ryan Keating, RCSD Director of Social Studies, agreed to convene a working group to begin developing that curriculum. As a post-workshop update, Frederick Douglass Family Initiatives developed a Douglass family curriculum that has already been implemented in some schools; FDFI has offered that curriculum to be adapted for this purpose.
- Co-chair Kathryn Murano Santos agreed to convene a second working group to continue brainstorming, refining, and prioritizing exhibit content and experiences for adult audiences.

The team also documented several questions that require input/action from the Renaming Committee:

- Can a small percentage of the NYS grant funds be allocated for advertisement of/wayfinding to the Observation Deck exhibition in other secured areas of the airport?

Frederick Douglass Airport Renaming Advisory Committee – Education Subcommittee Report
January 12, 2023

- Can a percentage of the NYS grant funds be allocated, or the grant amended, for exhibits on the secure side?
- Can the NYS grant be amended to include more time to develop the exhibit themes and overall visitor experience? The Education Subcommittee did not have an opportunity to comment on the concept designs before they were submitted as a part of the grant proposal package.
- Did the NYS grant include plans for an expansion of the airport to include a conference center? If so, is there an opportunity for exhibitry in that space?
- We have been talking about a phase two of the project that would expand the interpretation in the Observation Deck into areas on the secure side of the airport. If it's not possible to include exhibits on the secure side as a part of the currently grant opportunity, then when would phase 2 occur?
- Can the Blanche Stuart Scott airplane be moved out of the Observation Deck, as it bears no relevance to the Douglass family story?

The content and experience ideas brainstormed during the workshop have been integrated into the current draft of the Interpretive Master Plan in the “Recommended Media” section. Completion of the Interpretive Master Plan is anticipated within the next month.

Respectfully submitted,
Kathryn Murano Santos