



**New York State Office of Parks,
Recreation and Historic Preservation**

New York City Region • 163 West 125th Street, 17th Floor, New York, NY 10027

Telephone: 212-866-3100

Fax: 212-866-3186

www.nysparks.com

Andrew M. Cuomo

Governor

Rose Harvey

Commissioner

Karen Phillips

Regional Director

New York State Parks, Recreation & Historic Preservation

Path Through History

Second Meeting Minutes

June 28, 2012

NYS Economic Development Corp

Immediately after the July 12, 2012 meeting, Richard Lieberman suggested to OPRHP that instead of a 3 co-chair approach to coordinating and gathering venues for the PTH list, the entire work group should be broken down into borough committees, each with a Borough head. The prior chairs selected an additional two heads and each chose a borough in which they had the most experience. The Borough heads are as follows: Bronx: Lloyd Ultan; Brooklyn: Pamela Green; Manhattan: Holly Kaye; Queens: Richard Lieberman and Staten Island: Jeffrey Kroessler. Due to the large size of the NYC workgroup and prior to this meeting this information was sent out to the entire work group for their approval and members were then asked to select one or more borough committees to serve on. The committee heads were tasked with the role to guide and collaborate with their committee and come to the second meeting with a tentative list of venues and attractions for their specific Borough.

Merrill Hesch from OPRHP welcomed and thanked the Committee for attending and introductions were made once again, especially to introduce members unable to attend the first meeting.

General Discussion

Each member was given a list of venues prepared by the Committee heads for each borough. However prior to reviewing the lists we continued a discussion that began in the first meeting, to further clarify the types of resources that we want on the NYC list.

The Committee agreed that Heritage/cultural tourism attractions should provide a complete visitor experience, including engaging historic and cultural sites (in interesting neighborhoods) as well as dining, shopping, and other leisure time opportunities. The overall goal should be to create a comprehensive heritage/cultural tourism experience that includes an interconnected network or cluster of attractions in neighborhoods or communities incorporating layers of historic and cultural themes and storytelling opportunities to draw a wide range of visitors. The group agreed to consider creating one or more pilot heritage/cultural tourism project(s) for NYC based on the above approaches. The group also agreed that it will be important and useful to somehow measure the success of the Path initiative as projects are developed, implemented and tested. The group agreed that it was committed to developing a strong, well developed list of attractions that could form the basis for future heritage/cultural tourism strategies AND that it may consider seeking other sources of funding to progress its goals. The group felt it would be important to work with and contribute to existing high profile

NYC tourism promotion outlets; they also felt that borough tourism representatives should be included in the work group. The group also agreed that the Path Initiative should be “tech-driven” and be developed to connect to other high tech tourism promotion resources. An emerging technology (being developed for East Harlem for the Caribbean Cultural Center) was shared with the group called **Augmented Reality**, which will offer a holographic-like image and historical information about the community’s key landmark locations, such as the sites of important historic and/or cultural events, through smart phone technology. The group recommended maximizing the city’s public transportation system (subways/buses) as not only a way to get visitors to the attractions, but also as a way to promote the attraction across the transportation system through signage, Quick Rresponse codes, etc.

Site List Development

The consensus of opinion among the group was not to include “block buster” attractions (such as the Empire State Building, Statue of Liberty, etc.) on the NYC Path attractions list and instead focus on good quality historic/cultural attractions/experiences that would substantially benefit from high profile promotion. The group agreed that many visitors want “off-the-beaten-track” or NYC “insider” tour experiences away from Manhattan’s high profile tourist areas. Additionally, the consensus of opinion among the group members was that the list of attractions should be flexible (that is, adaptable and not cast-in-stone) and “visitor driven” and it should not necessarily be “driven” by historical themes. Members of the group were especially interested in including good quality, neighborhood-focused dining options as a way to enhance heritage/cultural attraction offerings. The group said it would be useful to look at how other cities promote their heritage/cultural attractions, such as Boston and Philadelphia.

Borough by Borough Attraction List Discussion

Working lists of attractions developed by each of the borough committees as well as a list of attractions prepared by New York City & Company were shared with the group and discussed during the meeting. The group agreed that the attractions spread sheet developed by the Brooklyn committee and which had a strong neighborhood focus (gleaned from Wikipedia!), will be used as a template for all boroughs. Once the lists can be assembled into one master list, work group members will review all the entries and relay comments to the borough committee heads and OPRHP.

Following the meeting, Gail Morse of Big Apple Greeters kindly offered to help to transfer and compile all the attractions information for all the boroughs into a master spread sheet, combining the categories developed by the Brooklyn committee’s spread sheet with the one that Path coordinator Dave Seeley prepared; this project will be undertaken by Gail’s intern in consultation with Merrill Hesch.

Next Steps

When the draft master list of NYC attractions is prepared, it will be shared with the group for further editing, additions, corrections, etc. It was agreed that the group will not meet again until after the PTH summit, now rescheduled, but will continue to communicate via email and/or conference calls.

List of attendees:

Merrill Hesch, Austin O’Brien, OPRHP

Joe Tazewell, ESD

Lloyd Ultan, Bronx Borough Historian

Pamela Green, Weeksville Heritage Center

Barnett Shepherd, Staten Island historian

John Reddick, Harlem One-Stop and Harlem historian

Anne Friedman, New York Landmarks Conservancy

Andrea Goldwyn, New York Landmarks Conservancy

John Moye, NYS Dept of Labor

Richard Lieberman, Chair of LaGuardia and Wagner Archives

Kevin Kong, Asian Americans for Equality

Jeffrey Kroessler, Queens historian and librarian at John Jay College

Holly Kaye, Development and Heritage Tourism consultant

Mencia Figueroa, The Hispanic Society of America

Melody Capote for Marta Vega , Caribbean Cultural Center African Diaspora Institute

Gail Morse, Big Apple Greeter NYC

Doug Steiner, Steiner Studios

Michael Devonshire, Jan Hird Pokorny Associates

Frank Vangnone, Historic House Trust

Not in attendance:

Gene Norman, Bronx historian and former NYC LPC Chair

Michael Untank, consultant to Harlem Arts Alliance

Magarita Aguilar, El Museo del Barrio

Anne Van Ingen, former Chair of Architecture, Planning and Design Program at NYSCA

Francis Morrone, tour guide

Frank Sanchis, World Monuments Fund

Simeon Bankoff, Historic Districts Council

Marcia Keisz, York College