

Attendees:

Taylor McKinney, Tug Hill Commission
Peter Hayes, Lewis County Historical Society
Mickey Dietrich, Tug Hill Commission
Chris Barbosa, Tug Hill Commission
Katie Malinowski, Tug Hill Commission
Kristen Aucter, Lewis County Chamber of Commerce
Heidi Lehman, Village of Castorland
Jonathan Miller, Lewis County Historical Society
Jennifer Harvill, Tug Hill Commission
Kristle Hinola, Tug Hill Commission
Jesse Irwin (Zoom), GYMO
Brian Gorman (Zoom), Four River Valley (Deer, Black, Indian, and Beaver Rivers)
Corey Fram (Zoom, technical difficulties), Thousand Islands Tourism Council

1. Introductions made
2. Consensus on Mission and Goals
 - a. Heidi - Very good summary of what we talked about
 - b. All agreed on mission and goals as presented in the agenda.
3. [Blackriverny.com](#)
 - a. Add another page for the Friends' outreach, meeting, promotion, etc.
 - b. Uses the same template as [visittughill.com](#)
 - c. We can make edits to that as we need to
 - d. Chris has been working on the maps on that website, sites edited
 - e. Historical page in the future?
 - f. Should Boonville area things be included in Black River Watershed? Yes, and many are.
 - g. Kristen asked to be linked into those conversations about the website
 - h. Jonathan asked about who to ask to correct historical inaccuracies
 - i. Caleb Lyon Memorial is inaccurate
 - ii. Tug Hill Commission can edit those points
 - iii. Jonathan Miller will send his list to Katie
 - iv. Make sure these points [Black River Info | LC SWCD](#) ([lewiscountysoilandwater.com](#)) are still accurate, match the Google map
 - v. Should North Lake be included besides the description already on website?
4. Lewis County SWCD – History Page Coordination ([www.lewiscountysoilandwater.com](#)); not sure where their draft history page is located on their website

5. Revised Brochure (Chris)

- a. Chris helping Carla with places to stay along the Black River
 - i. B&Bs, hotels, motels, campgrounds
 - ii. Kristen will have more to add
- b. Community events were cataloged
 - i. Discussion about printed brochure vs listed on website. Consensus was to abandon the printed brochure for now and add to website.
 - ii. Organized events by season with rough time frames and links to event/sponsor websites
 - iii. Question by JM – what is the geographic scope of the Friends group?
 1. Watershed and a little beyond, Rome, North Lake, etc., so we include all three of the Black River foundational plans – the Blueway (river), the Byway (road route), and the watershed

6. Drone Video (Jesse)

- a. Some recommendations made on the Google sheet. Please make any additional recommendations on sites by Friday, May 12 for Jesse's planning
- b. Aerial shots of communities or historic areas, whatever is suggested, he is happy to do
 - i. JM – commentary on mill ruins? Davis Bridge, Sugar River aqueduct
- c. WPBS video can be used, as well
- d. Aerial video of historic areas with commentary (30 second clip)
 - i. Kristen: has deal with Flack Broadcasting which can provide high-quality sound.
 - ii. Mickey: Mix aerial and ground video for different perspectives.

7. River Mapping (Mickey, Jesse)

- a. June 9 and June 16 – still on track
- b. How are we marking towns/roads on the river?
- c. Creating a geopdf usable in Avenza maps, make sure town boundaries and roads are included for orientation

8. Chief Carr (Heidi)

- a. Chief Carr will be here July 28th and 29th (check out their website, <https://www.hiawathafirstnation.com/>)
- b. She is very excited and also bringing her researcher
- c. Presentation on Friday July 28 at the Beaver River High School auditorium
- d. Also, food truck Friday in Croghan
- e. Riverfest is July 29, Chief Carr would like to participate
- f. Peter Hayes will reach out to his contact at the Oneida Nation to tell them about this
- g. St. Regis invite?

9. Cultural Resources Survey funding
 - a. Talk to Dr. Rush to brainstorm – if Carla did not already
 - b. Katie: looking at how to get funding
 - i. Pratt Northam Foundation? Other alternatives.

10. Floating Museum App – Nichelle (not present)

11. Logo – Heidi
 - a. She reached out to LC BOCES
 - b. Class is putting together some ideas
 - c. No restrictions on colors, sky is the limit (recommended Blue/Green)
 - d. Hopefully some prototypes by the next meeting

12. Riverfest - Kristen
 - a. July 29, Lyons Falls to Glenfield, which will likely be the typical route moving forward as water level is reliable and distance is logistically doable
 - b. Tug Hill Outfitters will have rentals
 - i. Test them out at the midpoint
 - ii. Instruction?
 - iii. Floaties – company from Canada donating and sponsoring
 - iv. Tug Hill Roasters
 - c. Second Riverfest in the Fall
 - i. Oswegatchie
 - ii. Not sure, up in the air
 - iii. Several portages (falls)
 - d. NYS EDA Tourism Partner Sub-Awards Grant Awarded
 - i. \$250,000
 - ii. Need to be used by Sept 2025
 - iii. Tourism partner meeting once a month

13. Black River Watershed Conference (Jen0)
 - a. Wednesday, June 14 at Zero Dock in Carthage
 - b. Registration is open, <https://tinyurl.com/BRWC2023>

14. Other (Peter)
 - a. James Munn's (Black River Valley Natural) plans in Lyons Falls
 - i. Cultural interpretation center for the paper industry
 - ii. Kayak launch
 - iii. Send him an invite?

15. Next meeting
 - a. Tuesday, May 23 at 2 pm
 - b. Kristen will check for availability of the JCC Extension room