

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors, Wednesday, September 14, 2016 8:00 am
Ravenwood Golf Club, Victor, New York**

PRESENT

Mike Roeder
Mike Kauffman
Carl Carlson
Suzanne Farley
Frank Riccio
Dan Marshall
Russ Kenyon
Audrey Carrier
Alexa Gifford
Bob Bennett

EXCUSED

David Hutchings
Dan Fuller
David Linger
Jessica Bacher
Lisa Fitzgerald
John Brahm
Dick Maltman

ABSENT

GUESTS

Dr. Nye, President, Finger Lakes
Community College

STAFF

Valerie Knoblauch
Carol Hicks
Karen Miltner
David Lee
Jake Banas

EX-OFFICIO

John Hicks, Geneva Chamber
Mitch Donovan, Victor Chamber
Lenore Friends, Director of Public
Relations, Finger Lakes Community
College

Welcome

Chairperson Mike Roeder called the meeting to order at 8:03 am. Introductions were made around the table. Mike thanked all for coming and specifically welcomed Dr. Nye and asked him to present a few words.

Dr. Nye spoke, providing information on his background and his vision for Finger Lakes Community College (FLCC). He highlighted three areas of focus: the need to maximize every opportunity for student's success; the need to improve retention of students once they get here, including the transition to four year colleges; and how we are utilizing our graduates in our community. Valerie noted that David Lee is a graduate of FLCC and is available as a liaison between the college and the hospitality industry. Valerie also informed the board that Valerie Burba, recent FLCC graduate and intern in our office (and formerly at the Victor Chamber), is looking for employment in the tourism industry. Valerie's resume was provided to the board members for reference and Valerie K. gave her a strong endorsement.

Correspondence Notebook

Carol Hicks presented the Correspondence Notebook. David Lee presented our new video, Jump-In, which will be revealed at Marketing Day. The video is about two minutes long and incorporates our new brand and emphasizes the energy that we are aiming for in our marketing message. The video will be used at events and made available for download through VisitFingerLakes.com

Ex-Officio Updates

Mitch Donovan reported that the Victor Chamber will soon launch their Concierge Service of Victor, a direct referral device for chamber members. Mitch has been working directly with Pinnacle Athletic to provide a useful, visually appealing visitor information area at the facility. Valerie noted that she and David met with Pinnacle with regard to our Strategic Plan and the opportunities directly related to the plan – such as bringing groups during off-season.

John Hicks reported for the Geneva Area Chamber of Commerce. The City of Geneva was awarded the Downtown Revitalization Initiative funding \$10 million grant for improvement of the lakefront, including a new marina, and the downtown area in general. They are close to finishing the second phase of the lakefront improvement project. The Chamber is currently operating with a staff of two people, assisted by interns. The Chamber is now operating with a positive cash flow and net increases in membership. John Hicks will be retiring in two weeks.

Visitor Services Update (around the table)

Valerie reported on the Smith Travel Research (STR) Report, preceded with a brief explanation on the measurements used in the research – average daily rate, number of rooms, revenue per room. Occupancy in July was up by 4.9% YTD and she reviewed the other data, and explained how we compare our numbers to a benchmark set of other counties.

Board members reported on how business has been over the summer. All those speaking commented on the Canadian travelers with mixed results from them. They are still golfing – and making sure they come by our office, but seem to be quite selective in retail purchases. Dry weather had also positively impacted both golfing and camping. Mike Kauffman reported that overall business was up for shopping at Eastview. Jake Banas reported that we are getting Canadian visitors in the office and a big request from visitors is waterfalls.

Official Business

Frank Riccio made a motion *to approve the following*:

- 1) *Minutes of the May 11, 2016 Board of Directors Meeting*
- 2) *Financial Reports*
 - a) *Profit and Loss Budget vs. Actual May 2016*
 - b) *Profit and Loss Budget vs. Actual June 2016*
 - c) *Profit and Loss Budget vs. Actual July 2016*
 - d) *Balance Sheet as of 09/09/16*
- 3) *Adopt the 2017 Calendar Dates for Board of Directors meeting*

The motion was seconded by Russ Kenyon. All present voted in favor and the motion passed.

Committee Reports

Governance Committee

Bob Bennett presented the Chief Staff Executive Continuation Policy for a 2nd reading and requested that a motion be made to approve the Chief Staff Executive Continuation Policy. Russ Kenyon made the motion *to approve the Chief Staff Executive Continuation Policy*. The motion was seconded by Carl Carlson. All present voted in favor and the motion passed.

Nominating Committee

Audrey Carrier reported that there will be no appointment of Ex-officio members at this meeting, due to transitions at both colleges and the Geneva Chamber of Commerce.

Audrey Carrier requested a motion be made, and Bob Bennett made the following motions: *A motion to re-appoint Edward C. (Russ) Kenyon and Frank Riccio to three year terms ending on September 30, 2019.*

A motion to nominate Steve McGuire (Holiday Inn Express) to fill the term of Jessica Bacher with Steve's term to expire on September 30, 2019; and to nominate Margaret (Meg) Joseph (Friends of Ganondagan) to fill the expired term of Lisa Fitzgerald, with Meg's term to expire on September 30, 2019; and to nominate Donna Yudin (Ramada Geneva Lakefront) to fill the expired term of Richard Maltman, with Donna's term to expire on September 30, 2019.

The motion was seconded by Suzanne Farley. All present voted in favor and the motion passed.

Audrey Carrier requested a motion be made, and Carl Carlson made the motion *to approve the following: A motion to have the secretary cast a single ballot nominating as officers of the Board of Directors, effective with the annual meeting in October: Mike Kauffman, President; Robert Bennett, Vice President; David Hutchings, Secretary; Frank Riccio, Treasurer*. The motion was seconded by Russ Kenyon. All present voted in favor and the motion passed.

Valerie reported that she was hoping that Dick Maltman, Jessica Bacher and Lisa Fitzgerald would have been in attendance, to show our appreciation for their service on the board. She shared that Dick had been on the board since 2003, and both Jessica and Lisa came on in 2009. She highlighted the knowledge and experience they brought to our board.

Board member Suzanne Farley left at 8:53 a.m.

Strategic Planning Committee

Mike Kauffman reported that Marketing Day will immediately follow the board meeting. All board members are welcome and encouraged to stay for the presentation.

Finance/Audit Committee

Frank Riccio presented the changes that have been made to the Internal Control Policy, with the change in payroll from bi-monthly to bi-weekly. Russ Kenyon made the motion *to approve the Internal Control Policy, as presented*. The motion was seconded by Carl Carlson. All present voted in favor and the motion passed.

The Finance/Audit Committee will be meeting with the auditors on September 28.
The Executive Committee has approved to begin the RFP process to purchase a new van.

President's Report and Marketing Update

The Budget for 2017 has been posted since July. We get a final budget number once the June thru August occupancy tax has been collected. The final quarter tax is due September 20 and we receive our final budget number on September 25. Adjustments will be made based on the updated numbers. Dan Marshall reported that the county is planning on changing the structure of how we receive our money, spreading out the draws a bit more.

Capital Project Plan – Valerie passed around a list of potential capital projects for the next five years and asked for feedback from the board members. Once she has the feedback, she will bring to the board meeting.

Valerie passed around the list from Dixon Schwabl showing the “value” of media wins. It is difficult to put a monetary value on the media wins and Karen Miltner has been working with Dixon Schwabl to create a benchmark for the ROI on our media wins.

Old Business – No old business was brought before the board.

New Business – Mike Roeder asked for insights on new development in Ontario County. Mitch Donovan reported on Fisher's Ridge in Victor - pad to be laid for Bass Pro Shop May 2017. Dan Marshall reported that there will need to be a supplemental environmental impact study for Everwilde. Valerie referred to the Big Bass Brasserie restaurant in Bloomfield and recommended everyone check out the new, smaller restaurants that are showing up throughout the county.

Adjourn

Alexa Gifford made a motion to adjourn the meeting, seconded by Audrey Carrier. All present voted in favor of the motion. Mike Roeder adjourned the meeting at 9:25 a.m.

Next Meeting –

Annual Meeting, Wednesday, October 5, 2016 - Ontario County Office Building, 20 Ontario Street, 8:00 a.m., followed by the Regular Meeting at 8:30 a.m.

Minutes submitted by Carol Hicks.