

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, September 13, 2017 – 8:00 a.m.
Ontario County Municipal Building, 2nd Floor
Canandaigua, NY 14424

PRESENT

Mike Kauffman
Suzanne Farley
Carl Carlson
Audrey Carrier
Dan Marshall
David Hutchings
Bob Bennett
Meg Joseph
David Linger
Russ Kenyon
Steve McGuire
Frank Riccio
Dan Fuller

EXCUSED

John Brahm
Mike Roeder
Donna Yudin

EX-OFFICIO

ABSENT

Alexa Gifford

STAFF

Valerie Knoblauch
Carol Hicks

Welcome - Chairperson Mike Kauffman called the meeting to order at 8:03 a.m.

Official Business – Dan Fuller made the *motion to approve the minutes of the June 14, 2017 meeting. The motion was seconded by Suzanne Farley.* All present voted in favor of the motion and the motion passed.

Mike Kauffman and Frank Riccio asked questions regarding the Profit & Loss statement. Valerie explained the \$21,000 in grant money that we leveraged through our relationship with the Canandaigua Wine Trail (CWT). She further explained that the grant money is being put towards a joint publication with the Roc/FLX Craft Beverage Trail and the CWT. She addressed the social marketing advertising promotion category which was budgeted at \$33,800, but is currently over budget at \$63,000. There is a coding discrepancy with SEO/SEM. Linda Wiener, accountant, can make an adjustment to balance it out, or we can leave it where it is properly coded and adjust the budget in the next fiscal year. We were seeking a partnership with Visit Rochester to share the TripAdvisor \$35,000 expense, and they did not agree to partner, so we bore the entire burden of this cost. Valerie noted the residual value of the trade-in of the car under Gain/Loss Sale of Fixed Asset. Frank Riccio made the *motion to approve the Financial Reports June, July and August; YTD; Balance Sheet as of August 31, 2017.* The motion was seconded by Russ Kenyon. All present voted in favor of the motion and the motion passed.

Correspondence Notebook - Carol Hicks presented the Correspondence Notebook. She noted the article on Hang Around Victor Day, which highlighted Ex-officio board member Mitch Donovan, Executive Director of the Victor Chamber of Commerce.

She also noted the Daily Messenger article “Where are the tourists?”, in which Valerie and Mike Kauffman were interviewed, reassuring that tourism is alive and well. Lenore Friend, **Finger Lakes Community College** Ex-officio, submitted a report, which is posted on OneDrive. Valerie noted that Lenore gave an update on the hospitality degree, the upcoming inauguration of President Robert Nye and they are currently working on their own Strategic Plan.

Strategic Plan Action Items

Valerie overviewed the Strategic Plan action items by year, which are posted on OneDrive. Valerie has developed a results report, to provide ongoing reporting on the progress of the action items. She presented the results report and gave an in-depth review of the report to the board.

Valerie presented the most recent STR Occupancy Report, explaining the process of reporting by the hoteliers. She noted that the report provides a comparative set of reporting from surrounding counties. Christen Smith, Director of Marketing and Communications, completed an analysis of tourism economics for Ontario County and we are up in every category.

Executive Committee – Mike Kauffman reported that Amanda Mulno, HR One, has completed a salary report, that will be reviewed at the end of this meeting in Executive Session.

Mike Kauffman reported on the partnership proposals for Gateway Services. The deadline for submitting proposals is September 30, 2017. He reiterated that this had been sent several times to different organizations such as the BIDs and the Chambers. Additionally, the Board of Supervisors were made aware of the program so that they could promote within their constituency. Finally, board members can request the RFP information from FLVC.

Finance & Audit Committee – Frank Riccio reported that the next Finance & Audit Committee meeting will be with the auditors. Valerie noted that we are in our last year with the current auditor, Mengel, Metzger, Barr (MMB). Russ Kenyon suggested that we send out RFP’s to other auditors as a check and balance. This does not negate the fact that we are pleased with the current auditors and would accept a renewal with a lead partner change. Valerie will update our existing RFP to send out.

Revisiting a Cultural/Recreational foundation grant program - Mary Krause, County Administrator, wants to improve our county ACT score (“livability” score). Ontario County’s weakest area is art and culture. The Executive Committee agrees that we should revitalize the Cultural/Recreational foundation grant program, previously discussed by the board of directors a couple of years back. Valerie recommended that FLVC needs to be in the “driver seat” of this program. Discussion ensued. Board members provided positive feedback in support of this grant program. Russ Kenyon recommended the formation of a task force to review the formation of this grant program.

Governance Committee – Valerie reported that the Governance Committee will meet following the Annual Meeting, to create an agenda for the upcoming fiscal year.

Nominating Committee – David Hutchings requested that all board members with expiring terms, to contact Valerie, Audrey Carrier or himself, with their intentions to renew or not.

Ex-Officio – David Linger reported for **Geneva**. David has met with the new director of the Smith Opera House. Area Records is closing. Simple Sweets is tripling its building size. FLX Live has opened and is providing top-notch entertainment. Luigi's, a European restaurant has opened in Joe's Hots locale. HJ Stead, operated by Three Brothers, is in the Cebo location. The Geneva Visitor Center is closed in advance of its reopening in 2018 as an I Love NY center.

Bob Bennett reported for the **Victor Chamber**. They had a successful Hang Around Victor Day. He reported the tourism committee, formed by the Victor Chamber, is submitting an RFP for the Gateway Services, for interactive screens for visitors in hotels and Pinnacle.

Old Business – Valerie reported that the Occupancy Tax legislation did not pass in the most recent state session. The legislation will be submitted in the next session.

Valerie presented the Key Performance Indicators (KPI's) for our new website, which is also posted on OneDrive. Referencing David Lee's executive summary, the three key takeaways are: 1. Website works well on mobile, with 70% of users accessing the website on their cell phone. 2. FLVC has a clear understanding of our core personas, and we keep communicating with them. 3. Our effort in quality content creation remains an imperative. Valerie reviewed the KPI data and numbers with the board and noted how this guided staff in marketing decisions.

New Business – No new business came before the board.

Executive Session for the Purposes of Personnel - Russ Kenyon *made a motion to recess into executive session to discuss personnel matters, seconded by Frank Riccio. All present voted in favor of the motion.* Valerie Knoblauch and Carol Hicks left the room at 9:26 am.

Mike Kauffman thanked the board members for their participation in the process to review our chief executive officer's compensation. HR Ones review and salary comparison was informative and provided us even more data than is required by policy. Mike indicated that Valerie had informed the executive committee of the changes she made in all other staff members' compensation as a result of this study. We are now aligned. Similarly, Mike would communicate with Valerie changes in compensation for her and the plan moving forward. Executive Session.

Adjourn –Mike Kauffman adjourned the meeting at 10:15 a.m.

Next Meeting – Wednesday, October 4, 2017 – Location TBD

Minutes submitted by Carol Hicks

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