

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting
Wednesday, March 28, 2018 – 8:00 a.m.
Antique Wireless Association Museum, 6925 State Route 5, Bloomfield, NY

PRESENT

Mike Kauffman
John Brahm
Meg Joseph
Carl Carlson
Frank Riccio
Steve McGuire
Russ Kenyon
David Linger
Bob Bennett
David Hutchings
Mike Roeder
Dan Marshall

EXCUSED

Audrey Carrier
Suzanne Farley
Alexa Gifford

EX-OFFICIO

Lenore Friend

STAFF

Valerie Knoblauch
Carol Hicks
Melissa Knoblauch
Kendall Knaak

ABSENT

Welcome - Chairperson Mike Kauffman called the meeting to order at 8:06 a.m. Robert Hobday, Executive Director of the Antique Wireless Association Museum, introduced himself to the board. He provided a brief history of the museum. He welcomed any board members to stay after the meeting for a tour of the facility.

Correspondence Notebook – Carol Hicks presented the Correspondence Notebook. She noted that Sue Schmidt’s mother had recently passed away and on a brighter note, John Brahm’s Ford Model T was featured in the Canandaigua Academy’s production of “Ragtime”.

Official Business – Mike Kauffman requested a motion to move all the items under official business 1a – 1d. Bob Bennett made a *motion to approve the following*:

- a. *Minutes of the December 6, 2017 Meeting*
- b. *Financial Reports: November Budget vs. Actual, December Budget vs. Actual, January Budget vs. Actual, February Budget vs. Actual; Balance Sheet as of 2/28/18*
- c. *Cash resource report as of 2/28/18*
- d. *Server equipment disposal*

The motion was seconded by Frank Riccio. All present voted in favor of the motion and the motion passed.

Executive Committee – Mike Kauffman reviewed the results from the board self-evaluation. The board had rated itself at a 4.38 out of 5 and provided feedback that their primary interests lie in the areas of strategic planning. Many board members indicated their commitment to the organization and their ability to move up to a board leadership position. Mike Roeder made a *motion to acknowledge review and acceptance of the Board self-evaluation, which can be shared through the Public Authorities Reporting System. The motion was seconded by Russ Kenyon. All present voted in favor of the motion and the motion passed.*

Nominating Committee – Mike Roeder reported for the Nominating Committee. He read a brief bio submitted by Steven Laros. Mike Roeder made a *motion to nominate Steven Laros (Fairfield Inn & Suites, Geneva) to fill the term of Donna Yudin with Steven's term to expire September 30, 2019. The motion was seconded by Bob Bennett.* All present voted in favor of the motion and the motion passed.

Mike Roeder made a *motion to nominate Lenore Friend (Finger Lakes Community College) to fill the expired term of Dan Fuller; with Lenore's term to expire on September 30, 2020. The motion was seconded by Russ Kenyon.* All present voted in favor and the motion passed.

Finance/Audit Committee – Bob Bennett reported that the committee did not meet, as they needed to wait until after Valerie, Mike Kauffman and David Linger met with Mike Nozzilio, Harris Beach, regarding the potential of setting up a grant fund.

Governance Committee – David Hutchings reported on behalf of the Governance Committee. The revised bylaws have been approved by the Ontario County Board of Supervisors. The committee met and reviewed the existing policies, and will begin looking at some of the older policies to see what needs updating. The committee also discussed creating new policies, i.e. Social Media policy. They will report back as their work is finished.

Strategic Planning Committee – Carl Carlson reported that the committee met and reviewed the brainstorming notes from the 1/31/2018 planning session with Young Strategies. It was agreed that we should focus on communication and cooperative programming related to that. Events and winter promotions were also highlighted as important. Funding and grants was the one area that was unanimous that we should not be doing. Valerie reviewed that this informal finding is in conflict with some of the actions of the strategic planning initiatives – and the first step would be to assure that the board really wanted to go down this path. With that thought in mind, Valerie, Mike Kauffman and David Linger met with Attorney Mike Nozzolio and Brendan Cottrell at Harris Beach on Monday, March 26, 2018, to determine if our organization can legally administer a grant program. A quick look indicated that we would not be illegal or risk our not-for-profit status in doing this, but there still should be some political caution and alignment of purposes. Valerie clarified that the current Gateway Project is not a grant system. This was an RFP for specific deliverables and services in our strategic plan and to draw a parallel or to imply a precedent is not appropriate. For discussion purposes on grantmaking Valerie presented the options available to us – asking assistance from David and Mike with details:

- Do not change our past practice of not doing grants
- Change our practice to give grants within our current structure
- Set up an additional 501c3
 - 1023 application
 - 1023 Ez Application
- Foundation engagement with Rochester Community Foundation or Finger Lakes Area Community Endowment or a new foundation of our own.

A robust discussion ensued about the benefits or disadvantages of the different options. Mike Kauffman asked if step one is to determine – at least through a straw poll – if there is interest in a potential grantmaking program. If yes, then step two could be how do we it. It was agreed to schedule a meeting of the Strategic Planning Committee for further review and to discuss the potential need of creating an Economic Development Committee.

President's Report – The President's Report which includes marketing, visitor services, partners relations, gateway, and management reporting is on OneDrive.

Old Business – Valerie updated the board regarding the status of the Occupancy Tax legislation, which has been approved by Ontario County and forwarded to our representatives in the NYS Legislature. It appears that given the political climate that it may not move forward at this point because it's being seen as a new tax. The only true change, she reminded everyone, is that all rooms would be taxed – and the restriction of four or more rooms removed. If this does begin to move forward Valerie will share this information with the Board of Directors. Valerie had previously shared the concerns of some of the vrbo and cottage rental owners about this proposed change.

New Business – Valerie invited the board members to stay after the meeting for the Restrictive Scheduling presentation – via FLVC University brought by Amanda Mulno, HR One.

Adjourn – *Russ Kenyon made a motion to adjourn the meeting, seconded by Carl Carlson. All present voted in favor of the motion.* Mike Kauffman adjourned the meeting at 9:29 a.m.

Next Meeting – National Tourism Week
Wednesday, May 9 – Location TBD

Minutes submitted by Carol Hicks