

**Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, March 17, 2010 8:30 a.m.  
Best Western Victor Inn and Suites, Victor**

**PRESENT**

Russ Kenyon	Chris Iversen
Dick Maltman	Frank Riccio
John Brahm	Mike Roeder
Jessica Bacher	Alexa Gifford
Lisa Fitzgerald	John Maerhofer
Dan Fuller	

**EX-OFFICIO**

Alison Grems, Canandaigua Chamber  
Rob Gladden, Geneva Chamber  
Mitch Donovan, Victor Chamber  
Cindy Kimble, FLTA

**STAFF**

Valerie Knoblauch  
Rebecca Donovan  
Sue Schmidt

**EXCUSED**

Suzanne Farley  
Mary Luckern  
Lois Kozlowski  
Mike Kauffman  
Bob Bennett

**WELCOME / INTRODUCTIONS** – Chairman Russ Kenyon called the meeting to order at 8:30 a.m. and asked for introductions. Valerie noted that Suzanne Farley would be here except that she and AJ Shear are interviewing with Channel 8 in Naples on a variety of “green and sustainability issues”.

**CORRESPONDENCE NOTEBOOK** – Rebecca Donovan passed the correspondence notebook, noting a letter from Empire State Development, letters to government representatives and their responses regarding the elimination of NYS Matching Funds and placing it under I Love NY. The Routes 5 and 20 Dashboard Diaries microsite was also highlighted.

**AGENCY REPORTS** – Cindy Kimble handed out copies of FLTA’s new travel guide, and spoke about the packaging seminar featuring Joe Venuti to be held April 12-13. Cindy also noted that their annual literature exchange will be held in May.

Rob Gladden, Geneva Chamber, reported that Shannon Combs has been making follow-up sales calls with Sue Schmidt, and that the Chamber is mailing to a list of triathlon clubs. Rob has been working with Valerie on the joint report on the proposed Visitor Center, currently in the environmental review phase. Rob also noted that Geneva site is 1 of 2 finalists for the proposed Finger Lakes Museum.

Mitch Donovan reported that the Victor Chamber staffed a hospitality table at Finger Lakes Gaming and Racetrack during the Eastern National Snocross in February. Mitch has been making sales calls with Sue Schmidt, most recently at the Victor Fire Dept. and the new FLCC Victor Campus. Mitch is also working with Sue on packaging for the MG Car Club and Lyons Club, and noted that the Chamber is in the early stages of a “sister city” program.

Valerie reported that she and Alison Grems have been working on a joint project regarding the City of Canandaigua’s events policy, and will be meeting with city officials.

**OFFICIAL BUSINESS** – Mike Roeder moved to approve the **Minutes of the January 27, 2010 Board of Directors meeting**. Dick Maltman seconded. The motion passed unanimously.

Valerie presented the financial reports. Chris Iversen made a motion to approve the **January, February and Year-to-Date Financial Reports**. Frank Riccio seconded. The motion passed unanimously.

Valerie reported that, at the request of the Executive Committee, funds on deposit were diversified to stay below the \$250,000 FDIC insured limit at any one bank. The funds have been invested in the First Niagara money market account as current CD rates are so low, making it unappealing to tie up this money.

Valerie gave an update on the current website contract. As required by the procurement policy, Valerie brought the website contract to the Executive Committee in December, who approved a contract with Laurie Ferger for \$30,000. FLVC has sought to change vendors, put out an RFP, received 9 responses. Board member Lisa Fitzgerald participated in the finalists interview process with staff. The group is recommending Atomic Design, a Rochester firm who recently won the Rochester Business Journal “Best of the Web” award. John Brahm made a motion to **authorize Valerie Knoblauch to purchase web design and development up to \$30,000 with advice and consent from the Executive Committee**. Jessica Bacher seconded, and the motion passed unanimously.

**PRESIDENT’S REPORT** - Valerie referred to a letter from Empire State Development citing cancellation of the 2010 New York Tourism and Matching Grant Program. She noted that she had planned 3 budgets with full, reduced or no matching funds; the cut represents approximately \$60,000. The New York State TPAs are of the opinion that I Love New York, which is part of the executive branch, has no right to cancel matching funds, which is a legislative line item. Valerie was asked in a Democrat & Chronicle interview what will go away as a result of the cut in funding. Valerie suggested that the visitor guide reprint might be cut, as she would prefer to direct resources to the development of the mini-guide and website. The mini-guide would bring in outside funding. Discussion followed on the relative merits of the guides, distribution, and alternate funding sources. Valerie agreed to keep the board informed as to the progress on the handling of the budget and the major marketing project decisions.

Valerie recognized the current interns: Michelle Yoffee from FLCC, Kelsey Carey from Canandaigua Academy, and Jillian Kubasik from Genesee Community College – our first intern from GCCC, who was referred by a teacher who is a former TPA.

Valerie reported that TPAs from six counties enjoyed a Winter Fam Tour in Ontario County, visiting the locations and having experiences that they had not had before including: New York Wine and Culinary Center, Bristol Harbour, Life Path Spa, EASTVIEW, and Grandma Hattie’s Tea Party.

**MARKETING REPORT** – Sue Schmidt performed a “show and tell” for the board with the new booth display purchased from Exhibits and More in Victor. Meg Colombo and Sue Schmidt worked with Cindy Harris on the design. Sue noted that the photo panels can be easily changed to tailor the booth for a specific audience.

Valerie passed around the recently completed Brand Guidelines document, and noted that Atomic Design was “wowed” by the guidelines. Sue informed the board about upcoming industry educational events: Word Day/Social Media Day for industry one-on-one assistance; Hannah Paramore a social media expert will present on Tuesday, April 13 in the new meeting space at the FLCC Victor Campus.

Dashboard Diaries is a new program of the Routes 5 and 20 partnership. The partners have hired a blogger to travel and blog about Routes 5 and 20. The blog is seeding out to Facebook, Twitter and the associated county websites.

At the time of the meeting, AJ Shear was in Naples with Katrina Irwin of Channel 8 to promote green practices. Channel 8 will be filming at Imagine Moore Winery, Artizann’s, and Grimes Glen, then will move to Lagoon Park in Canandaigua to speak with Kim Babcock of FLCC. FLVC is partnering with FLCC for a clean-up event at Lagoon Park on April 24, promoting voluntourism.

### **OLD BUSINESS**

Russ Kenyon reported that the Executive Committee revisited the Conflict of Interest/Code of Ethics Policy, the new version was sent to board members electronically. Chris Iversen indicated his appreciation of the changes. Russ noted one additional correction, from “He/she shall not” to “No director shall”. Russ also noted that this policy impacts directors and executives; the employee Conflict of Interest policy is tabled. Chris Iversen moved to **approve the Conflict of Interest/Code of Ethics Policy as amended**. Dan Fuller seconded, the motion passed unanimously.

Dick Maltman reported on the company vehicle acquisition. The initial bid limited the vehicles that dealers could include because of the stated measurements – which had been picked up from old specifications. The board agreed to reject all bids and put out a second bid with revised dimensions and other details. Dick Maltman also recommended that the vehicle be purchased, rather than leased, due to the residual value of the vehicle after three years. As the current lease expires before the next board meeting, Dick Maltman asked the board to approve up to \$32,000 for the purchase of a new vehicle, and recommended that the board consider replacing the vehicle every three years. Discussion followed on capital expenditure versus monthly loan payment. Dick Maltman made a motion to **authorize our President to purchase a new vehicle at a price not to exceed \$32,000**. Chris Iversen seconded and the motion passed unanimously. Dick Maltman made a motion that **company vehicles will be replaced every 3 years, but no more than 4 years, after purchase or lease**. Chris Iversen seconded, and the motion passed unanimously.

Chris Iversen expressed concern about the wording in the January minutes regarding leads “from shows that we paid to attend”, contending that hoteliers paid for FLVC to attend shows through occupancy taxes and that the prior positioning of this concern by Valerie may have skewed the board’s view of this policy. Russ Kenyon indicated that, as per the last minutes, the Executive Committee would follow up on the policy discussion as recommended.

## **NEW BUSINESS**

Valerie described the four new requirements from the Public Authorities Accountability Act listed on the agenda. The Acknowledgement of Fiduciary Duty requires deliberation on our Mission Statement. Valerie recommended that the board revisit the Mission Statement at the next board meeting on May 5, 2010 at Arbor Hill Grapery. Russ Kenyon recommended that revisiting the Top Product List be tabled, and suggested that the board instead consider a similar process to that used for the last Top Product List. The next Board meeting will be structured to readdress the strategic plan, including Top Product list development and to incorporate the requirements from PAAA.

## **EXECUTIVE SESSION/ADJOURNMENT**

At 9:40 a.m. the Board adjourned to Executive Session to discuss personnel and contract issues.

**Next meeting:**            May 5, 2010    8:30 a.m.  
   Arbor Hill Grapery and Brown Hound Bistro  
   6459-6461 Route 64, Naples