

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Wednesday, September 9, 2009 8:30 a.m.
Town Hall, 85 East Main Street, Victor

PRESENT

Russ Kenyon	Alexa Gifford
Jessica Bacher	Mike Kauffman
John Brahm	Suzanne Farley
Dick Maltman	Lisa Fitzgerald
Chris Iversen	Mike Roeder
Lois Kozlowski	Bob Bennett
John Maerhofer	Frank Riccio

EX-OFFICIO

Alison Grems, Cdga Chamber
Rob Gladden, Geneva Chamber
Mitch Donovan, Victor Chamber
Bob Matson, FLCC
Bonnie Hayes, FLTA

STAFF

Valerie Knoblauch
Rebecca Donovan
AJ Shear
Meg Colombo

GUESTS

Jack Marren, Supervisor
Town of Victor
John Holden, Mayor
Village of Victor

EXCUSED

Dan Fuller
Mary Luckern

WELCOME / INTRODUCTIONS – Chairman Russ Kenyon called the meeting to order at 8:30 a.m. Jack Marren, Town of Victor Supervisor, welcomed everyone to the new Victor Town Hall and noted that the meeting room is available for use by the community and local businesses. John Holden, Village of Victor Mayor, welcomed everyone as well.

CORRESPONDENCE NOTEBOOK – Rebecca Donovan passed the correspondence notebook, noting a sign-up sheet for any board member who wished to be registered for the Public Authorities Accountability Act training session in Rochester on September 25, 2009.

EDUCATIONAL PROGRAM – Valerie Knoblauch provided a brief overview of the draft Strategic Plan. This was the third board review and she indicated that she would also be presenting this to the Ontario County Planning Committee and commended everyone for their involvement in the plan. She asked for the board's adoption of the strategic plan. Lois Kozlowski moved to **Adopt the 2009-2012 Strategic Plan for Tourism for Ontario County**. John Brahm seconded and the motion passed unanimously.

Valerie reported the 2009-2010 Budget had been reviewed by the Executive Committee. The budget has been reduced by \$75,000 from the previous year as she anticipated a decrease of 9-10% in occupancy tax collections. Savings in expenses in 2010 have been built in through the remortgage and purchases made this year. A readjustment in this year's group marketing expenses will aid in making up for the shortfalls next year. Additional cuts will be made in printing and in website expenses if necessary. Final occupancy tax collection numbers are expected from the County by September 30, and Valerie will ask the board to approve the budget at the October 21, 2009 meeting. At the last Planning and Research Committee meeting, questions were asked about matching funds from the state. Valerie is prepared for the possibility of no matching funds, but expects to learn more at the New York State tourism meeting in late October. Of the roughly \$65,000 in matching funds received in 2009, nearly \$30,000 went to Finger Lakes Tourism Alliance. This is another area that may see reduced funding in 2010.

OFFICIAL BUSINESS – Chris Iversen moved to approve the **Minutes of the June 17, 2009 Board of Directors meeting**. Dick Maltman seconded. The motion passed unanimously.

OFFICIAL BUSINESS – continued

Valerie presented the financial reports, including a balance sheet as requested, noting that spending has been conservative to prepare for next year. John Brahm made a motion to approve the **June, July and Year-to-Date Financial Reports**. Mike Roeder seconded. The motion passed unanimously.

On behalf of the Executive Committee, Valerie presented the amendments to the By-Laws which update the language for board terms, and define two additional standing committees (Audit Committee and Governance Committee) required by the Public Authorities Accountability Act. Chris Iversen moved to **approve the Amendments to the By-Laws, Article II Section Two, and Article IV Section Two**. Dick Maltman seconded and the motion passes unanimously.

Valerie presented the proposed Procurement Policy required by the Public Authorities Accountability Act. Chris Iversen suggested that language be added to the section on competitive proposals regarding exceptions, and Russ Kenyon crafted the appropriate language. Chris Iversen moved to **approve the Procurement Policy as amended**. Bob Bennett seconded and the motion passed unanimously.

Valerie noted that a proposed meeting calendar for 2009-2010 was included in the board mailing. Valerie welcomes board input on locations for next year, and will ask the board to adopt the calendar in October. The meeting on October 21, 2009 at Bristol Harbour will also be the Annual Meeting.

CHAIRPERSON'S REPORT – Russ Kenyon reminded board members that board training is required under the Public Authorities Accountability Act. Rebecca Donovan distributed certificates to the members that attended the first half-day session of training on June 19, 2009. Russ noted that the second half-day session will be held in December, and that full day sessions are available statewide on the schedule included in the board mailing.

Russ asked Rob Gladden to report on the status of the Geneva Chamber contract. Rob reported that the Geneva Chamber executive committee had approved the contract, and he appreciated the flexibility which will allow a collaborative report on the proposed Visitors Center. Bob Bennett made a motion to **approve the Geneva Chamber contract** in the amount of \$8,250.00 which runs from July 15, 2009 to July 14, 2010. Frank Riccio seconded. The motion passed unanimously.

Russ Kenyon appointed a Nominating Committee to review Frank Riccio's board position and propose a Slate of Officers to be voted on at the Annual Meeting in October. The Nominating Committee includes Dick Maltman, Lisa Fitzgerald, and Mike Roeder.

Russ Kenyon discussed the Public Authorities Accountability Act requirement for an Audit Committee and Governance Committee, and suggested that the members of the Executive Committee serve on both. Suzanne Farley made a motion that the **Executive Committee serve as Audit Committee and Governance Committee**. Chris Iversen seconded, and the motion passed unanimously.

AGENCY REPORTS – Alison Grems reported that paving in downtown Canandaigua is nearly complete. Alison noted the Chamber contract update was included in the second board mailing, and reported that the Chamber has purchased "green" bags to use as welcome bags.

Mitch Donovan reported on a successful Hang Around Victor Day. Mitch noted that Chamber membership is up, and that six new businesses have opened on Main Street in recent months. Mitch will be working with Victor hotels and Sue Schmidt to welcome groups to Victor.

AGENCY REPORTS – continued

Rob Gladden reported that Belinda Venuti has left the Chamber and is now at Knapp Winery. Shannon Combs is now responsible for Tourism, and Jessica McGuigan is the liaison for Wine Alliance. Rob reported on the proposed Visitors Center and Boating Museum, and noted that the Geneva waterfront is a proposed site for the Finger Lakes Museum Project.

Bonnie Hayes, FLTA board member, noted upcoming FLTA events including networking at Tioga Downs and a presentation on Marketing Plans at La Tourelle in Ithaca on September 25th. Bonnie reported that Scott Butler attended ESTO 2009, and that a partner outreach is scheduled for Ontario County on September 17th at The Inn on the Lake.

MARKETING REPORT – Valerie and Meg Colombo attended US Travel’s ESTO 2009. Meg attended the conference as the official “Twitterer” for US Travel. Meg made the board aware that Valerie is highly respected in the tourism industry at a national level, as evidenced by her appointment to co-chair the Education Committee and the enthusiastic reception of her presentations at a national conference where most of the attendees are from state tourism organizations.

Prizes & Surprises, a cooperative marketing campaign aimed at Canadian markets, leveraged our \$5,000 contribution into a \$100,000 program in cooperation with VisitRochester, and Livingston, Wayne and Cayuga counties. Canadian markets will be targeted again as FLVC partners with Bristol Mountain to participate in the Toronto Ski and Snowboard Show in October.

NEW BUSINESS – The Rochester Broadway Theatre League is accepting proposals for a new arts center, and there are several sites in Ontario County. At this point, Mike Kauffman, Russ Kenyon, and Chris Iversen excused themselves from the meeting to avoid a potential conflict of interest. Russ Kenyon directed John Brahm, Past Chairperson, to lead the discussion, and Valerie gave the board a brief background and listed the proposed sites.

- City of Canandaigua site proposed by Chris Iversen and Dan Fuller, adjacent to Roseland Waterpark. Chris Iversen sent a letter to the Canandaigua Chamber and FLVC requesting support.
- Town of Farmington site on property at Finger Lakes Gaming and Racetrack. Valerie received a phone call from Ron Brand, Farmington planner.
- Town of Victor site proposed by The DiMarco Group. Jack Marren informed the board that the site would be part of the proposed Fishers Ridge development.
- Wilmorite proposed a site at one of their malls, which could be EASTVIEW in the Town of Victor.

Valerie has had conversations with both Geoff Astles and Mike Manikowski about these proposals. John Brahm led a discussion on what role FLVC should take. It was suggested that the board direct Valerie to write a letter of enthusiasm for proposed sites in Ontario County. Lois Kozlowski moved to **direct Valerie to write a letter of support for an Ontario County site for the Rochester Broadway Theatre League**. Bob Bennett seconded. The motion passed unanimously. John Brahm appointed an ad hoc committee to consider further developments in the process; members include Lois Kozlowski, Mike Roeder, and John Maerhofer. Russ Kenyon returned to the meeting, and John Brahm turned the meeting back to Russ.

OLD BUSINESS - With no old business, Russ asked the board “How is business?” Board members shared their summer experiences, and their observations of consumers’ choices. It was discussed that the economy was certainly impacting business, however, we are following a very strong 2008. Consumers seemed to be looking for value in their purchases and were making their decisions in a shorter planning period.

OTHER

The board extended happy birthday wishes to Sue Schmidt.

ADJOURN – Russ Kenyon adjourned the meeting at 9:55 a.m.

Next meeting: October 21, 2009 8:30 a.m.
 Bristol Harbour Resort
 5410 Seneca Point Road, Canandaigua

Annual Meeting October 21, 2009 Bristol Harbour