

Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, October 17, 2012 8:30 a.m.  
Hazlitt's Red Cat Cellars, Naples

**PRESENT**

Mike Kauffman	Carl Carlson
Bob Bennett	John Brahm
Russ Kenyon	Mike Roeder
Jessica Bacher	Mary Luckern
Dick Maltman	
Suzanne Farley	<b><u>EX-OFFICIO</u></b>
Frank Riccio	Alison Grems, Canandaigua Chamber
	Spike Herzig, Geneva Chamber
	Bob Matson, FLCC

**EXCUSED**

Lois Kozlowski  
Lisa Fitzgerald  
Dan Fuller  
Alexa Gifford  
David Hutchings  
David Linger

**STAFF**

Valerie Knoblauch  
Sue Schmidt  
Rebecca Donovan  
David Lee  
AJ Shear  
Sara Paduano

**WELCOME** – Chairman Mike Roeder called the meeting to order at 8:35 a.m. AJ Shear gave the board a brief history of Roots Café, provider of refreshments for the meeting. The Café is owned by Tim and Diane Moore of Inspire Moore Winery, and run by sisters Michelle Halloran and Melissa Neubauer. They feature local foods, beers, and wines, and provided box lunches for a travel writer visit.

AJ gave the board a update on the Finger Lakes Food Revolution, the newest incarnation of Slice, Dice and Spice NY. The Revolution is a region-wide program, with three phases planned, culminating in the Finger Lakes Foodie Awards ceremony in March. AJ has obtained coverage in the Syracuse Post Standard and the Democrat & Chronicle, and has appeared on Channel 10, Michael Warren Thomas' "Savor Life" radio program, Finger Lakes News Radio, and Channel 8. Next week AJ will travel to Syracuse with John Brahm for an appearance on "Bridge Street," Channel 9, Syracuse.

**CORRESPONDENCE NOTEBOOK** – Rebecca Donovan passed the Correspondence Notebook, calling the board's attention to "A Conversation With" David Linger, as well as an article about David's proposed development in Downtown Geneva.

**OFFICIAL BUSINESS** – Mary Luckern moved to **approve the Minutes of the September 19, 2012 Board of Directors Meeting**. Frank Riccio seconded and the motion was passed unanimously.

Valerie Knoblauch presented the financial reports for September and year-to-date, noting that expenses have caught up with the budget, as predicted. John Brahm moved to **accept the September and 2012 fiscal year-end financial reports**. Bob Bennett seconded and the motion was passed unanimously.

Valerie presented the policy on Company Credit Cards, which had a first reading in June, with revisions and a second reading in September. As a follow-up to discussion, Valerie will ask the auditors about standard operating practice for airline mile use on corporate cards. Russ Kenyon moved to **approve the Company Credit Cards policy**. Bob Bennett seconded and the motion passed unanimously.

Valerie presented a revised version of the ***Electronic Communications: Use of personal devices at work and for work*** policy. The intent is that the employee accepts the implications of using a personal device with connections to FLVC data, etc. The waiver, an essential companion piece of this policy, is still a work in progress; Valerie will ask Russ Kenyon and David Linger to review and bring this proposed policy back to the Executive Committee, and then the Board of Directors.

**OFFICIAL BUSINESS** – continued

Valerie presented a revised *Electronic Communications: Use of computers, internet access, e-mail and voice mail, etc. Electronics Code of Conduct* policy. The original policy was written in 2003. Valerie has reorganized and updated the policy to accommodate changes in electronic communications since 2003. Changes in electronic communication also pose new threats to the security of our data; Valerie asked David Lee to review the proposed policy for vulnerability. Valerie asked the board to review this proposed policy for discussion at the next meeting. Russ Kenyon asked whether FLVC has a policy for backing up data, specifying where data is stored, or a disaster/recovery plan. Valerie responded that we do not have a policy for this, but we do have a plan; specifically, the backup system purchased in 2012 is located offsite in the Ontario County Information Systems Department at 70 Ontario Street, Canandaigua. The backup device is hosted by the County at no charge.

**CHAMBER REPORTS** – Alison Grems reported that the Canandaigua Chamber is holding their Volunteer Recognition today at the NY Wine & Culinary Center. The Chamber has 5 nominees for the Athena Award and 5 for the Young Professionals Award; the Athena Awards will be held at the new Finger Lakes Community College Student Center on November 16, 2012. The Chamber is finalizing a contract with the City of Canandaigua to provide economic development services.

Spike Herzig reported that the Finger Lakes Leadership year-long program has started, this year in coordination with the Canandaigua Chamber and the Seneca County Chamber. Spike announced that he will be retiring (again) by December 31, 2012; the Geneva Chamber Board is interviewing final candidates for director. Spike reported that Shannon Fults has left the Geneva Chamber, and will be joining the staff of the Syracuse Chamber.

**MARKETING REPORT** – The FLVC staff has been gathering data for the Board Metrics approved in May 2012, but have experienced challenges with the clarity of the language used. When Berkeley Young was here in September, Valerie asked him to review the board metrics with staff members to more clearly articulate the metric success.

Valerie reported that, even while the board meeting was going on, there was also a photo shoot taking place to get fall photos for the new travel guide. Valerie showed the board a mock-up of the split cover design which will cover both fall and winter. This afternoon, a video shoot will take place at Ravenwood Golf, as part of their strategic partnership. After the board meeting, Valerie will be attending a Finger Lakes Region Economic Development Council Sustainability meeting. Valerie has been, and will continue, meeting with supervisors across the county to discuss product development.

The Canandaigua Airport's kickoff ceremony for the much-anticipated expansion was briefly discussed. Both FLVC and the Canandaigua Chamber have been long-time supporters of the planned expansion.

**MARKETING REPORT** – continued

The position statement on *Enhanced Gaming at Finger Lakes Casino & Racetrack* that was approved by the board on June 20, 2012 was given by Valerie to County Administrator John Garvey. Valerie recently read about Seneca County supporting enhanced gaming at Batavia Downs. This news has apparently expedited an Ontario County resolution, which will be on the Board of Supervisors agenda. Russ Kenyon asked about the state's timeline for passing the amendment. Valerie will follow up and share this. Valerie reported to the board that Kris Hughes is no longer the Director of Planning & Research; Darlys McDonough is Acting Director, and the search process for a new director has begun.

**NEW BUSINESS** – Valerie referred the board to the *Links to Finger Lakes Visitors Connection Internet Site* policy. Sara Paduano reviewed and recommended that the policy, last reviewed in 2006, is no longer relevant and is difficult to enforce in today’s internet environment. Russ Kenyon made a motion to **remove the Links to Finger Lakes Visitors Connection Internet Site policy**. Dick Maltman seconded and the motion passed unanimously.

Valerie presented the policy on *Maintaining Program Integrity in Visitor Interactions and Information*, written in 1997 and last updated in 2006. Valerie noted proposed revisions, with background on how the policy has proved useful in certain situations. Russ Kenyon asked how FLVC will enforce compliance with the revised policy. Valerie asked the board to review this proposed policy for discussion at the next meeting, and to look for slight updates, per the discussion.

**STRATEGIC PLAN FOCUS – RESEARCH/DATA** – Valerie shared a summary of the flipchart notes from Berkeley Young’s presentation on September 19, 2012. Valerie asked the board for their input, and their reactions to Berkeley’s suggestions. A discussion followed on marketing philosophies for Ontario County tourism. This discussion is just the start of information sharing and strategic development. A good portion of our board meeting will be dedicated to this endeavor.

**ADJOURN** – the meeting was adjourned by Mike Roeder at 10:00 a.m.

Next meeting:            Wednesday, November 14, 2012      8:00 a.m.  
                                 Victor Town Hall  
                                 85 East Main Street, Victor