

Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, December 19, 2012 3:00 p.m.  
Finger Lakes Visitors Connection Offices

**PRESENT**

Lois Kozlowski  
Dick Maltman  
Dan Fuller  
David Linger  
Lisa Fitzgerald  
John Brahm  
Bob Bennett

**EXCUSED**

Carl Carlson  
Mike Kauffman  
Mike Roeder  
David Hutchings  
Jessica Bacher  
Alexa Gifford  
Suzanne Farley  
Mary Luckern  
Frank Riccio  
Russ Kenyon

**EX-OFFICIO**

Liz Winter, Geneva Chamber  
Alison Grems, Canandaigua Chamber

**STAFF**

Valerie Knoblauch  
Sara Paduano

**GUEST**

Pat Charland, Sunflower Ink  
Deb Lemke  
Andy Fredericksen,  
Fredericksen & Sirianni

**WELCOME** – President, Mike Roeder called the meeting to order at 3:15 p.m. and introduced our auditor, Deb Lemke and Andy Fredericksen of Fredericksen & Sirianni. Mike and Valerie thanked Pat Charland for returning to take the minutes of this meeting. Pat, who retired from FLVC about four years ago, has a company called Sunflower Ink.

**Audit Presentation and Review.** Deb Lemke met with the Audit Committee on December 10, 2012, reviewed the draft financial statements and has incorporated the feedback. Deb reviewed the final financial statements, schedules and notes, and invited questions from the board. The change in expense from 2011 to 2012 reflects the purchase and relocation of the new server, the painting and soffit repair to the building, and the expenses associated with the video contracts. Deb also noted that salaries were down. Valerie commented that this was because of a full time person not being replaced for about six months. Additionally, there was a question about the cost of public relations expenses. It was noted that this was higher due to our investment in Nature's Health Club with Quinn and Co., the NYC PR firm, and related to investment in planning for Slice, Dice and Spice – the Food Revolution.

Deb Lemke reviewed the corporation's tax forms, including the 990, 990T and CHAR500 forms. The 990T is a form filed to qualify the corporation for a health insurance credit, with an expected refund of \$720. FLVC will pay \$125 in NYS taxes. A variety of board questions were addressed, and Chairperson Mike Roeder asked for a motion for approval. David Linger asked about the real estate taxes paid and why we were not exempted from those as a 501c3. Valerie indicated that we had applied for an exemption before and had been denied. She will pull the paperwork so that David can review. Dan Fuller noted that there is only a balance of about \$22,000 due on the mortgage and the windows payment. He asked if it was an appropriate time to pay off the balance, given the amount of reserves that we had. The board asked that the finance committee consider the benefits of this approach. Deb shared the management letter with the board which made a recommendation to make sure that invoices were signed off on before checks were written. Valerie indicated that she would be preparing a specific internal controls document – which will be helpful to prevent this – and also as a training guide for Holly Chaapel who is filling our Administrative Assistant vacancy. Also, all of the staff could use this as they sharpen their skills in coding accounts and monitoring budgets.

Dan Fuller moved to accept the recommendation of the Audit Committee and **approve the FYE 2012 Audit Report**. Lois Kozlowski seconded, and the motion passed unanimously. Valerie thanked Deb Lemke, Randy and Andy Frederickson for the past five years of audits and the diligence, professionalism and patience that they demonstrated. Andy spoke on behalf of Fredericksen & Sirianni applauding the working relationship with FLVC and looking forward to working again with this organization as rotation allows.

**OFFICIAL BUSINESS** – Dick Maltman moved to **approve the Minutes of the November 18, 2012 Board of Directors meeting**. Carl Carlson seconded, and the motion was passed unanimously.

Valerie Knoblauch presented the financial reports, noting that we are under budget \$164,097 YTD and in good financial shape to start the new year. Questions and discussion followed. There was a question about the new heating system's impact on the financials. It was noted that this will be in the next fiscal year. Valerie recapped the situation, indicating that the furnace had been replaced at a cost of approximately \$7,700 dollars. She thanked the board members for providing us housing during that time and commended Potter Plumbing and heating for their quick and thorough service. Bob Bennett moved to **accept the November financial reports**. Dick Maltman seconded, and the motion was passed unanimously.

**MARKETING REPORT** – Sara Paduano presented examples of new marketing videos to the Board. Subjects included Red Jacket Orchards, Canandaigua Lake in the summer, and the Wizard of Clay. Seventeen videos are completed at this time and three are remaining to be done. Sara also gave the Board a preview of the new Travel Guide. It has a magazine look, is photo-based, and focuses on people and happiness in the Finger Lakes (Ontario County). The guide will be 68 pages and each page will feature a happiness challenge activity. It was well-received by the board with many positive comments. Valerie explained that much of the work and themes were developed as part of the recent research done by Young Strategies, Inc. More information on this research and guide updates will be the focus of the January meeting. In particular she noted an internal realignment of the jobs and titles for the team – again, based on Berkeley's study.

Dan Fuller wanted the Board to be aware of the presentation that Valerie had recently made to the Finger Lakes Regional Economic Development Council on Matching Funds. He extended kudos to Valerie for a very creative and excellent presentation. Valerie shared with Board members that she had presented the scenario of the TPAs being a company called Sales Tax Generators, Inc. and she noted important results numbers including taxable sales, jobs created, ROI, and more. Basically the idea was to put our efforts in economic development results terms – given the audience.

Mike Roeder commended Valerie and the staff on an excellent year, producing great results and staying focused on the task of generating economic development benefits for Ontario County. He is pleased with the focus on data-driven efforts, ROI, and our group being at the cutting edge of technology and marketing. He appreciates the leadership role that Valerie has taken within the state and the region on our behalf.

**ADJOURN** – Lois Kozlowski made a motion to adjourn the meeting, seconded by David Hutchings and the meeting was adjourned at 4:45 p.m. Board members adjourned to the Holiday gathering.

Minutes submitted by Pat Charland.

**Next meeting:**            January 16, 2013  8:00 a.m.  
   Manchester Town Hall