

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting, Wednesday, September 11, 2013 8:00 a.m.
Richmond Town Hall, Honeoye, NY

PRESENT

Jessica Bacher
Mike Kauffman
Dick Maltman
Bob Bennett
Mike Roeder
David Hutchings
Lois Kozlowski
Mary Luckern
Carl Carlson

EXCUSED

John Brahm
Frank Riccio
Russ Kenyon
Suzanne Farley
Dan Fuller
Lisa Fitzgerald
Alexa Gifford

ABSENT

David Linger

STAFF

Valerie Knoblauch
Sue Schmidt
Holly Chaapel

GUESTS

Mitch Donovan- Victor Chamber of Commerce
Audrey Carrier- Honeoye Chamber of Commerce
Sandy Angelo- Honeoye Chamber of Commerce

EX-OFFICIO

Alison Grems- President of Canandaigua Chamber

WELCOME – Mike Roeder, Chairperson, called the meeting to order at 8:05 am, initiating self-introductions. Lois Kozlowski introduced Audrey Carrier and Sandy Angelo from the Honeoye Chamber of Commerce.

CORRESPONDENCE NOTEBOOK- The correspondence notebook was passed around the table. The Consolidated Funding Application (CFA) letters of support that Finger Lakes Visitors Connection wrote for various organizations in Ontario County were included. FLVC wrote seven letters of support.

OFFICIAL BUSINESS- Dick Maltman moved to **approve the minutes of the July 24, 2013 Board of Directors meeting**. Mike Kauffman seconded, and the motion was passed unanimously.

Valerie presented the financial reports, noting that we were under budget in the month of July and we were over budget in the month of August due to the Travel Guide. Year-to-date it balances out as we are under budget \$48,896.84. There were no questions from the board. Bob Bennett moved to **accept the July, August, & YTD financial reports**. Jessica Bacher seconded, and the motion passed unanimously.

Valerie presented the 2013-2014 tentative board of directors meeting schedule. We would like to refocus on meeting space venues for the year 2013-2014. The board agreed on 8:00 am on Wednesdays with the exception of the April meeting being changed to Tuesday April 1, 2014. Carl Carlson moved to **adopt the 2014 FYE Board of Directors Meeting Schedule**. Lois Kozlowski seconded, and the motion passed unanimously. Attached is the board meeting schedule for 2013-2014.

CHAMBER REPORTS- Mike Roeder invited Audrey Carrier from the Honeoye Chamber to give us an update on Honeoye and its relations with tourism. Audrey thanked us for inviting her to our board of directors meeting and appreciates when she can get involved. Seven years ago, the Honeoye Chamber was restructured and developed a new logo and a new mission. They have three main focuses which are economic development in Honeoye, to increase dining, and the belief of community is unity.

Mitch Donovan, Victor Chamber of Commerce, spoke about happenings in Victor, such as Hang Around Victor Day. Mitch noted that Ganondagan has a “ground breaking” ceremony on September 16th, for the new \$11 million dollar Seneca Art and Culture Center.

Jessica Bacher spoke on behalf of the Geneva Chamber of Commerce noting that September 15-19, the Chamber has put together “We Love Local” week featuring 12 different restaurants in Geneva who will have specials with 3 local products on the menu for the week.

OLD BUSINESS- As a follow-up from the May meeting, Valerie gave a handout to the board regarding the hydrofracking debate and how it applies to the FLVC mission. The question still stands whether the board should take a position on hydrofracking as it relates to tourism. Valerie recommended that taking a position aligns with our mission, vision, and the Young Strategies study. She requested a committee to prepare a white paper on the subject. Bob Bennett mentioned that he knows people who work in hotels and were impacted positively from hydrofracking, however, it was short term and now those rooms are empty. Bob suggested that there be a hotelier on the committee for hydrofracking. Mike Roeder appointed people to be on the hydrofracking committee (Lisa Fitzgerald and Suzanne Farley are interested) and will update the rest of the board at the October meeting. Jessica Bacher volunteered to be on the committee to act as a hotelier.

Valerie reminded the board that we need to activate the nominating committee as Frank Riccio, Russ Kenyon, Dick Maltman, Jessica Bacher, and Lisa Fitzgerald’s terms are up for renewal. Valerie asked the board to be thinking of people who could serve as ex-officio members, per our new by-laws.

Following up from the July meeting, Valerie noted that Holly Chaapel updated the self-evaluation summary and made the correct changes. Valerie also mentioned that we would love to have more board members attend FLVC sponsored events and show their support and spread the word about our activities.

ECONOMIC DEVELOPMENT REPORT- Valerie asked the board to go around the table and give a quick update on business. The board indicated that weather made an impact on a few businesses creating a slow June and July. However, business has been generally steady with August being a busy month due to the impact of the PGA.

Sue Schmidt, Vice President and Sales, presented on meeting benchmarks. One of our board metric goals is to increase meetings (weekdays- year round) and 24/7 shoulder season (May) and (September, October, and November) by 5% over a base number. Sue explained to the board how she was going to identify the need periods and evaluate meeting space “occupancy” and develop the base number. Sue also created a pie chart of meeting space in the county to illustrate set data which aligns with our true market set.

MARKETING REPORT- Valerie presented on her visits to our benchmark cities. She put together a summary of each destination and was able to come away with specific elements of those benchmark cities for various communities in Ontario County. Valerie posed the questions to the board: How can we get the momentum to move forward with our benchmark cities? Do we sponsor community members to travel to similar benchmark cities? Valerie asked the board to think about this, and we will follow up on the benchmark cities at the October 16th Board of Directors meeting. The benchmark cities reports will be posted on our partner site.

Valerie passed out a “friends update” prepared by AJ Shear as an agenda item revisit from the last meeting. The goal is to build our friend base by 10% and engage visitors in the brand so they can retell the story- measured by interactions increase of 10% - social and PR. The challenge thus far is that we started out with 16,045 leads but theoretically only have 243 friends. Valerie mentioned to the board that we are currently working on the issue of whether or not we have a misalignment with our goal or if we should be maximizing on leads and then establishing friends.

Chair, Mike Roeder left the meeting at this point.

NEW BUSINESS – Lois Kozlowski stated that in January 2014, she will be resigning from our board of directors. Lois will be moving to Trumansburg, but offered to continue to work on the honorary board of directors for Finger Lakes Visitors Connection.

ADJOURN – Mike Kauffman, Vice Chair, asked for a motion to adjourn. Carl Carlson made a motion to adjourn the meeting, seconded by Bob Bennett, and the meeting was adjourned at 9:55 am.

Minutes submitted by Holly Chaapel.

2013 – 2014 Meeting Schedule
 Finger Lakes Visitors Connection
 Board of Directors

Date	Time	Location to be Confirmed	Focus
October 16, 2013	8:00 a.m.	Town of Canandaigua	
December 4, 2013	3:00 p.m.	Hampton Inn Victor	
FLVC Holiday Party	3:00 p.m.	Ravenwood	
January 15, 2014	8:00 a.m.	FLCC	
February 19, 2014	8:00 a.m.	Ramada Geneva	
April 1, 2014 (Tuesday)	8:00 a.m.	Warfields- Clifton Springs	
May 21, 2014	8:00 a.m.	Brew & Brats	
July 23, 2014	8:00 a.m.	Sonnenberg Gardens	
September 10, 2014	8:00 a.m.	The Widmer House, Naples	
October 22, 2014 Annual Meeting Monthly Meeting	8:00 a.m.	The Inn on the Lake	

Please call to confirm your attendance or absence 585.394.3915.
 Day of meeting calls can be made to: 585.690.4242 (Valerie's cell phone)