

**Finger Lakes Visitors Connection, Ontario County, New York**  
**Board of Directors Strategic Planning Wednesday, March 4, 2009 9:00 a.m.**  
**La Tourelle Resort and Spa, Ithaca, New York**

**PRESENT**

Jessica Bacher	Mary Luckern
John Brahm	Dick Maltman
Suzanne Farley	Mike Roeder
Lisa Fitzgerald	
Dan Fuller	<b><u>EXCUSED</u></b>
Alexa Gifford	Bob Bennett
Chris Iversen	Russ Kenyon
Mike Kauffman	John Maerhofer
Lois Kozlowski	Frank Riccio

**EX-OFFICIO**

Alison Grems, Cdga Chamber  
Rob Gladden, Geneva Chamber  
Cindy Kimble, FLTA

**GUEST**

Mitch Donovan, Victor Chamber  
Joe Morelle, intern

**STAFF**

Valerie Knoblauch  
Meg Colombo  
Rebecca Donovan  
Sue Schmidt  
AJ Shear

**WELCOME/INTRODUCTIONS** - Valerie Knoblauch welcomed the group and previewed the day with regard to the strategic planning session. Valerie introduced David Holder, president of the Syracuse Convention and Visitors Bureau, who would facilitate the session.

**STRATEGIC PLANNING** - Valerie reviewed the history of the strategic plans for tourism. David Holder led the group through a strategic planning exercise. After the exercise, there was a consensus that the staff would take all of the generated information back, consolidate the thoughts, and develop further detail for the board's future consideration. There was consensus to cancel the board meeting scheduled for March 18, 2009.

At the conclusion of the meeting Valerie gave the board a brief update on what initiatives were in development for the next couple of months, including Explore NY grant programs Podcast 2 The Past and Slice, Dice and Spice NY, Hiking and Biking for the region and Ontario County, seeding the new I Love NY website, and social media Boot Camps. Valerie noted that she had been invited to participate in the Office of Economic Development's strategic workshop sessions.

Scott Wiggins, owner of La Tourelle Resort and Spa, joined us and concluded our meeting with an offer of hospitality and a tour of his facility.

Special thanks to Lisa and Mike Fitzgerald of Finger Lakes Winery Tours for coordinating our transportation for the day.

**Next Meeting: April 29, 2009**  
**8:30 a.m.**  
**Phelps Arts Center**  
**15 Church Street, Phelps**  
**Topic: Lodging – Where Are We?**