

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Wednesday, November 14, 2012 8:00 a.m.
Town Hall, Victor

PRESENT

Jessica Bacher Lois Kozlowski
Frank Riccio Mike Roeder
Mary Luckern Alexa Gifford
Suzanne Farley Carl Carlson
Dick Maltman Dan Fuller
David Hutchings

EXCUSED

Lisa Fitzgerald
David Linger
Mike Kauffman
Bob Bennett
Russ Kenyon
John Brahm

STAFF

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

GUESTS

EX-OFFICIO

Alison Grems,
Canandaigua Chamber

Jack Marren, Supervisor, Town of Victor
John Holden, Mayor, Village of Victor
Mitch Donovan, Victor Chamber of Commerce

WELCOME – Chairman Mike Roeder called the meeting to order at 8:00 a.m. and welcomed guests Jack Marren, Supervisor, Town of Victor; John Holden, Mayor, Village of Victor; and Mitch Donovan, Victor Chamber of Commerce. Mike asked for introductions around. John Holden welcomed everyone to Victor and spoke about events planned in the Village for Small Business Saturday on November 25th. Jack Marren welcomed everyone to Victor and noted that the Friends of the Railroad would be sponsoring the Santa Train on Sunday, November 26th. Jack also reported on the ribbon cutting for North Face, saying the company was a great fit for this region with all of the Town parkland, hiking trails and proximity to Bristol Mountain. Mitch Donovan noted the opportunity to engage Canadian visitors that are in Victor for golf, skiing or EASTVIEW Mall. Mitch expressed appreciation for the information presented by Berkeley Young on the research results, enabling the Chamber to identify marketing opportunities for its members based on time of year and type of visitor. Mitch hopes to work with FLVC to develop a packaging template for Victor hotels, and Mitch noted that Bob Bennett has joined the Victor Chamber board.

Valerie Knoblauch spoke about the passing of Bob Matson, of Finger Lakes Community College, and ex-officio member of the FLVC board, describing him as passionate, articulate and fair. Bob passed away unexpectedly on November 13th. AJ Shear spoke about his relationship with Bob, who was AJ's mentor at The Daily Messenger. Bob later introduced AJ to Valerie, resulting in AJ joining the FLVC staff. The board observed a moment of silence in Bob's memory.

EDUCATIONAL PROGRAM – Finger Lakes Visitors Connection Election and Redistricting Report AJ gave the board an overview of the election and redistricting results, focusing on the new districts and who will represent Ontario County in the coming year. AJ's presentation included maps of the new districts, as well as a few bullet points (from websites) of each legislator's position on topics with relevance to tourism. Finger Lakes Visitors Connection will be sending introductory letters to each legislator, and scheduling meetings. Board members are encouraged to attend these meetings.

PRESIDENT'S REPORT - Valerie gave an update on the status of the resolution of support for casino gaming. Valerie provided an update from Steve Martin and Chris Riegle of Finger Lakes Casino and Racetrack. She learned that several counties are supporting gaming at Batavia Downs because they are a member of the Western OTB, which owns Batavia Downs. She also learned that the proposed legislation requires passage in two legislative sessions plus a public vote. The legislation passed in its first session in June 2012. Steve and Chris believe that the legislation is likely to be voted on early in the second session 2013, which is why it is important to forward our resolution of support to the Ontario County representatives now. Steve Martin and Chris Riegle, as well as Farmington Supervisor Ted Fafinski are very grateful for the support of the FLVC board. Our resolution was approved by the Planning & Research Committee on October 24, 2012, and will come before the Board of Supervisors on December 6, 2012.

Valerie reported that, due to a change in residence, Rocky LaRocca will step down as Supervisor, City of Geneva, and chair of the Planning & Research Committee. Mary Luckern reported that Dominick Vedora will take Rocky's place as Supervisor, and that Mary will be the acting chair of the Planning & Research Committee until January. Rocky has been a long-time supporter of tourism and Valerie will express appreciation and good wishes to Supervisor LaRocca on behalf of the staff and the Board.

OFFICIAL BUSINESS – Mary Luckern moved to **approve the Minutes of the October 17, 2012 Annual Meeting and Board of Directors Meeting.** Dick Maltman seconded and the motion was passed unanimously.

Valerie Knoblauch presented the proposed contracts for the Canandaigua and Geneva Chambers of Commerce. The new contracts have relevance to the direction for FLVC as outlined in Young Strategies Group research study. New items focus on shoulder season, off season and Sunday business; the chambers will collect data to identify industry assets and deficits, identify market opportunities, and collect visitor data. The new payment structure relates deliverables to payment, with an increase of \$750 for a total contract amount of \$9,000. Mike Roeder noted that the Executive Committee has reviewed the contracts. Dan Fuller moved to **approve the Canandaigua Chamber of Commerce contract for 12/1/12 through 11/30/13 in the amount of \$9,000 and approve the Geneva Chamber of Commerce contract for 12/1/12 through 11/30/13 in the amount of \$9,000.** Lois Kozlowski seconded, and the motion passed unanimously. Valerie noted that Spike Herzig will be retiring from the Geneva Chamber, and that Liz Winter, formerly of the Canandaigua BID and the Canandaigua Chamber, will be the new Geneva Chamber president.

Valerie proposed the 2013 Ontario County contract, noting that the only change is the amount of revenue. Frank Riccio moved to **approve the 2013 Ontario County contract in the amount of \$858,339.00.** Alexa Gifford seconded, and the motion passed unanimously.

At the Annual Meeting, Valerie reported that Fredericksen & Sirianni would be entering the fifth year of their contract with the 2013 audit. Deb Lemke pointed out that this year's audit was their fifth, which makes Fredericksen & Sirianni ineligible for next year. Carl Carlson moved to **rescind the appointment of Fredericksen & Sirianni, LLP to perform the 2012-2013 audit and direct Valerie Knoblauch to seek RFPs for auditors to perform the 2012-2013 audit.** Mary Luckern seconded and the motion passed unanimously.

CHAIRPERSON'S REPORT – Mike Roeder reported that the Executive Committee acted as the Nominating Committee to review Frank Riccio's position on the board due to his change in employment. Frank is now at Club 86 Bagels and Cakes in Geneva. The Executive Committee has reaffirmed Frank Riccio's position on the board.

CHAIRPERSON'S REPORT – continued

Mike informed the board that the Executive Committee will meet on December 10, 2012 to review the 2011-2012 audit presented by Deb Lemke of Fredericksen & Sirianni. The meeting will be held at the Holiday Inn Express in Victor, and all board members are invited to attend. Valerie noted that the audit went well, with thanks to Rebecca Donovan for her organizational skills...year round.

Valerie distributed a packet containing the proposed *Electronic Communications: Use of personal devices at work and for work* policy, the proposed *Consent to Bring Your Own Personal Device* form, and the revised *Electronic Communications: Use of computers, internet access, e-mail and voice mail, etc. Electronics Code of Conduct* policy. Rather than edit as a group, Valerie asked board members to review these documents and submit edits and suggestions; Valerie will compile the changes, bring to the Executive Committee for review on December 10, and then bring back to the board at the January 16, 2013 meeting. Valerie will send the documents to board members electronically as well.

Mike Roeder asked for volunteers for a By-Laws Committee. Valerie suggested that language related to the past change in term expiration dates is no longer needed, and she would like the committee to reevaluate language regarding ex-officio status. Mike Roeder appointed Jessica Bacher, Mike Roeder, and Dick Maltman to the By-Laws Committee.

OLD BUSINESS – Valerie presented the revisions to the policy on *Maintaining Program Integrity in Visitor Interactions and Information*, which was reviewed at the October 14, 2012 meeting. Lois Kozlowski moved to **approve the updated policy on Maintaining Program Integrity in Visitor Interactions and Information**. Suzanne Farley seconded, and the motion passed unanimously.

MARKETING REPORT – AJ reported that the “Christmas On Us” promotion is in its third year. FLVC sent an e-mail blast to nearly 1300 consumers who had expressed interest in lodging and winter travel information. Many of the contacts were gathered at the 2011 and 2012 Toronto Ski Shows.

Alison Grems and Sue Schmidt participated on the Economic Development Panel for the Canandaigua Comprehensive Plan update. They reported to the board that tourism was acknowledged, but that obstacles remain when dealing with the City for tourism-related events. Alison reported that the Chamber had signed a contract to provide economic development services for the City of Canandaigua; Alison will share opportunities that arise with FLVC, and will meet with Valerie for a brainstorming session.

Valerie reported that Cindy Harris has produced the first draft of the new visitors guide. The new guide will be a full 8 1/2 x 11 spined magazine format, either 48 or 64 pages, heavy on stories and photos with a rich lifestyle look. Valerie plans on a first run of 10,000 copies, with a second run which will incorporate industry buy-in after the January 31st Marketing Day.

STRATEGIC PLAN FOCUS – RESEARCH/DATA – Valerie noted an editorial article in the Finger Lakes Times written by Geneva Mayor Ron Alcock and City Manager Matt Horn about creating a brand for Geneva, and the importance of then living the brand; Valerie will forward the article to board members. Lois Kozlowski, recently returned from a trip to Poland, commented on the prevalence of city squares in European communities, giving them a sense of place and identity. A discussion followed on what role FLVC could play in helping our industry to grow and take advantage of the opportunities identified in the Berkeley Young research study. Valerie reminded the board that FLVC will host a presentation by Berkeley Young at Marketing Day on January 31, 2013.

Mike Roeder acknowledged that Rebecca Donovan will be leaving the organization at the end of the month, and offered his thanks on behalf of the Board of Directors to Rebecca for her contributions over the years.

ADJOURN – the meeting was adjourned by Mike Roeder at 9:45 a.m.

Next meeting: Wednesday, December 19, 2012 3:00 p.m.
Finger Lakes Visitors Connection
25 Gorham Street, Canandaigua

Audit presentation
The board meeting will be followed by our Holiday Gathering