

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Tuesday, January 31, 2012 8:00 a.m.
The Inn on the Lake, Canandaigua

PRESENT

Dick Maltman Carl Carlson
David Hutchings Russ Kenyon
Bob Bennett Dan Fuller
David Linger Mike Kauffman
Lois Kozlowski Mike Roeder
Jessica Bacher John Brahm

EXCUSED

Frank Riccio
Alexa Gifford
Suzanne Farley
Mary Luckern
Lisa Fitzgerald

STAFF

Valerie Knoblauch
Sue Schmidt
David Lee
Rebecca Donovan
AJ Shear

EX-OFFICIO

Spike Herzig, Geneva Chamber
Alison Grems, Canandaigua Chamber
Bob Matson, FLCC

HONORARY BOARD

Grace Carlson
Mary Ann Bell

WELCOME – Chairman Mike Roeder called the meeting to order at 8:00 a.m. and asked for introductions around the table. The board welcomed David Linger of Finger Lakes Gifts and Lounge; David is a practicing attorney, as well as Vice President of the Geneva BID and Chair of the Geneva Local Development Corporation. Valerie Knoblauch gave a brief overview of the agenda.

EXECUTIVE SESSION - Russ Kenyon gave an update on the pending litigation with Atomic Design. Although FLVC was awarded \$5000 in arbitration, Atomic Design has exercised their right for a trial de novo in Rochester City Court. With input from our attorney, Toby Reh, the Executive Committee met and discussed the alternatives. A trial date is set for March 13, 2012. After further clarification, Russ Kenyon made a motion to **direct Valerie Knoblauch to authorize Toby Reh to settle with Atomic Design for an amount no less than \$4000, with the agreed amount to be paid in full no longer than 60 days from date of settlement.** Lois Kozlowski seconded, and the motion passed unanimously.

OFFICIAL BUSINESS – Dick Maltman moved to **approve the Minutes of the December 14, 2011 Board of Directors meeting.** Carl Carlson seconded and the motion was passed unanimously.

Valerie Knoblauch presented the financial reports for December, noting that we are over budget in December but under budget year-to-date. Upcoming expenses include the research contract with Young Strategies, the development of our mobile website, and the partnership video project. Valerie will be issuing an RFP for a company to produce 20 videos focusing on our partners; the resulting videos will have a variety of uses. Dan Fuller moved to **accept the December financial reports.** Mike Kauffman seconded and the motion was passed unanimously.

PRESIDENT’S REPORT – Valerie showed the board samples of our mobile website being developed by Dumbwaiter Design. Valerie noted that most mobile websites are for in-market use, and that ours would be geo-locational, integrate QR codes and be partner specific in terms of results. The site will include an “FLVC Channel” for social media, and option for direct action by the consumer. FLVC is planning a pilot text sign-up program. The goal is for the site to be completed by the end of March.

MARKETING REPORT – Sue Schmidt gave a demonstration of the iPad Sales Demo developed for her use at trade shows. Sue typically has about 8 minutes to present to each of 50 or more operators. The iPad presentation is very visual and interactive, and Sue can easily tailor her presentation to the operator based on their knowledge of our area, their interests, and their client demographics.

EDUCATIONAL SESSION – At this time, the board and staff joined invited guests including representatives from Ontario County chambers, BIDS, associations and local government. Valerie welcomed Berkeley Young and Amy Stevens of Young Strategies, Inc. Berkeley Young gave a thorough presentation on the research project that Young Strategies will be conducting for Ontario County tourism during 2012. The project will result in an updated destination market research stats and strategic plan. The process will include on-site visits, visitor and inquiry surveys, lodging market analysis, and community leader/staff surveys, and will culminate in a tactical planning workshop in early September, with a final report, analysis and recommendations in late September. Additionally, Finger Lakes Visitors Connection will be positioned to continue the visitor research. Approximately 40 people attended the session. An additional information session was held for the hoteliers who are being asked to provide in-depth, confidential statistics and data to Young Strategies. Berkeley Young reassured participants that confidentiality is a priority and that maximum participation will result in better data that can be stratified geographically.

ADJOURN – Dan Fuller made a motion to adjourn the meeting, seconded by Russ Kenyon and the meeting was adjourned at 10:40 a.m.

Next meeting: March 21, 2011 8:00 a.m.
 Bristol Mountain Winter Resort
 5662 Route 64, Canandaigua