

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors, Wednesday, June 17, 2015 8:00 am
Ontario County Municipal Building, Canandaigua, New York**

PRESENT

Mike Roeder
Bob Bennett
David Hutchings
Suzanne Farley
Mike Kauffman
Jessica Bacher
Dan Fuller
John Cowley
Lisa Fitzgerald
Alexa Gifford
Audrey Carrier
Frank Riccio

EXCUSED

Russ Kenyon
Dick Maltman
John Brahm
Carl Carlson
David Linger

STAFF

Valerie Knoblauch
Sue Schmidt
Carol Hicks
David Lee
Karen Miltner
Jake Banas

EX-OFFICIO

Mitch Donovan, Victor
Chamber

WELCOME – Mike Roeder called the meeting to order at 8:05 am. Mike welcomed summer and referenced the large quantity of recent rain, indicating he was glad that it wasn't snow.

INTRODUCTION OF NEW PERSONNEL–

Valerie introduced Jacob Banas as the new Marketing Assistant and Visitor Services. Jake told the board that he is a recent graduate of Keuka College and has moved to Ontario County from Albany, NY. While attending college, he was also an Emergency Medical Technician with the Penn Yan Ambulance and a First Responder with the Branchport / Keuka Park Fire Department.

CORRESPONDENCE NOTEBOOK – Carol reported on the Correspondence Notebook. There was a get well card for Carl Carlson for everyone to sign. The article announcing that Geneva had been designated an All America City by the National Civic League was summarized. Jessica Bacher added information on the video that was submitted to win this recognition. Valerie asked for a resolution of commendation from our board to the City of Geneva for this achievement. Dan Fuller **made the motion to approve Valerie's request for a resolution of commendation to the city of Geneva for being designated as an All America City; David Hutchings seconded; the motion passed unanimously.**

Carol mentioned the Midwest Travel Writers Association members were beginning to release articles about their May conference in Ontario County. Carol highlighted Wendy Pramik's article in USA Today Travel "Taste NY's Finger Lakes beyond the grapes."

OFFICIAL BUSINESS – Mike Roeder asked for a motion to **approve the minutes of the April 29, 2015 Board of Directors meeting.** Bob Bennett **made the motion to approve the minutes; Mike Kauffman seconded; the motion passed unanimously.**

Financial Reports for March and YTD. Valerie gave a review of the process that is happening with Linda Wiener, the accountant, and how efficiently that has been working. She mentioned that Linda is continuously preparing for the audit in October, practicing proper payroll recording, preparing the bank reconciliations, and streamlining our account listings, among other things. The March budget was approved at the last meeting and Valerie requested that the board reapprove the March budget, as Linda has made adjustments to convert from a cash accounting system to an accrual based accounting system. We are within 1% of where we should be with the budget. Discussion ensued. Frank Riccio **moved to reapprove the March Budget vs. Actual, approve the April Budget vs. Actual, May Budget vs. Actual, the Year to Date Financials and the Balance sheet through May 31. Jessica Bacher seconded, and the motion passed unanimously.**

Budget. Valerie stated that she reviewed the budget with the Executive Committee. Public Authority Accountability Act (PAAA) requires that we post a budget by June 30 of the year. This is a draft version that we share with the board, and will be edited twice and finalized before October. Valerie reviewed the draft budget for the board. Valerie requested that the board acknowledge that she had reviewed the draft budget. The Board **acknowledged that the draft budget for Fiscal Year 2016 had been reviewed, without the need for a motion at this time.**

CHAIR'S REPORT –

Propane Storage White Paper. Karen Miltner read aloud the draft Propane Storage White Paper. Discussion ensued. This will be posted on One Drive for review before the next meeting.

Developments in Ontario County. Valerie provided a list of current large scale economic developments in Ontario County and the values of these tourism related properties. We are often asked for comment or letters of support and this information will be helpful to maintain. This also will be posted on One Drive and updated as we get new information.

COMMITTEES OF THE BOARD –

Governance Committee. Bob Bennett presented on the Governance Committee meeting. Bob and Valerie reviewed policies as a first reading. The committee recommends eliminating the policy *Request for Funding from Our Organization*. PAAA guidelines have made this policy obsolete. The committee updated *Harassment/Sexual Harassment, Account Receivables and Advertising Restrictions*, and *Internal Control Policy*. The updated policies will be presented at the next board meeting for approval.

Nominating Committee. Suzanne Farley reported on the nominating committee. The committee focused on everyone's roles, not only on the individual committees but also the board of directors. The committee discussed using a Survey Monkey to send out and get feedback from everyone on their roles on the board and committees, commitment, time for your positions, future planning, and developing leadership. The survey will also query thoughts on the frequency of board meetings; time allocations during meetings, and different ideas.

The committee also discussed setting up the Ex-officio members, to be able to pull from this group to develop future board or committee members.

Audit and Finance Committee. Frank Riccio represented this committee. Valerie summarized their meeting including the review of auditing and accounting needs. She presented a cost comparison with the previous auditing and accounting system to the new system that we are currently incorporating. Only minor adjustments in budget lines need to be made.

Strategic Planning and Research Committee. Mike Kauffman reported on meeting with Berkeley Young of Young Strategies. They covered many critical issues in the meeting including the vacation rental debate and winter occupancy. There will be a preliminary presentation at one of our fall meetings.

EX-OFFICIO/AGENCY REPORTS

Chamber Reports – Mitch Donovan spoke on behalf of the Victor Chamber. Victor has released the app for visitors to connect to the Chamber for events, lodging, restaurants, shopping. Fisher's Ridge will be going before the Planning Board next week. The completion dates for Pinnacle Sports and Ganondagan Art & Culture Center have been pushed back to the fall.

Board member, Suzanne Farley, and Ex-Officio, Mitch Donovan, left the meeting at 9:17 am.

MARKETING, SALES and VISITOR SERVICES REPORTS –

Karen reported on the Legacy Awards. Karen and Jake will be co-leading a Legacy Award committee. They are currently working with artist Elijah Applebaum for a new design on the award. They are looking for committee members. The awards ceremony is Spring 2016.

Sue reported on the Albany Sales Blitz for meeting planners on June 10. She hosted a luncheon for qualified meeting planners. Nineteen meeting planners participated along with three AAA travel consultants. Jessica Bacher reported that the Ramada Geneva received three calls the next day as a result of the meeting.

Valerie reported that we won a national award for the #FLXperience Instagram contest, through a social media organization. We were in high company for this award and we will be putting out further information regarding this award.

Valerie reported that we have been selected to be a panelist at Destination Management Association International, through our association with Trip Advisor. Valerie gave credit to David for this because of his relationship with Trip Advisor.

Valerie noted that FLVC is represented at the PRism Awards in Rochester, with two awards up for consideration - #FLXperience and *Christmas on Us*.

Valerie also noted that AJ Shear and Ryan were married the previous weekend.

Valerie told the board of the meeting scheduled with Gary Baxter, Gary Curtiss, Elaine McCaig, Valerie and Carol to discuss the shared economy – and more specifically Air B and B.

PRESIDENT and CEO REPORT –

Valerie presented the current status with Simpleview and the new website. The board was asked to rank key performance indicators. David presented three Simpleview websites to the board for a reference on possible website design. He gave a brief overview of each website. The board was asked to review these sites and provide feedback.

Board Chairman, Mike Roeder, left at 9:39 am.

David invited the board members to the Discovery meeting with Simpleview on Wednesday, June 24. Valerie told the board that she has a conflict with the July 16 meeting. She requested that we not reschedule at this time and possibly have the next meeting be the September meeting.

Hotel Sales Team Task Force - Jessica Bacher referenced the Albany Sales Blitz information previously presented in the meeting.

Attractions Task Force – David Hutchings reported that the idea of a passport was discussed at the last meeting.

Board member, Dan Fuller, left at 9:48 am.

OLD BUSINESS –

Vice-President Mike Kauffman asked if there was any old business. No old business was brought before the board.

NEW BUSINESS –

Vice-President Mike Kauffman asked if there was any new business. No new business was brought before the board.

ADJOURN –Alexa Gifford **made the motion to adjourn the meeting and it was seconded by Frank Riccio. All voted in favor of adjournment.** The meeting was adjourned at 9:49 am.

Minutes submitted by Carol Hicks.

Next Meeting: TBD