

**Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors, Wednesday, March 16, 2015 8:00 am  
Ontario County Municipal Building, Canandaigua, New York**

**PRESENT**

Mike Roeder  
Mike Kauffman  
Bob Bennett  
David Hutchings  
Dan Marshall  
Audrey Carrier  
Frank Riccio  
Alexa Gifford  
John Brahm  
Carl Carlson  
Jessica Bacher  
Dan Fuller  
David Linger  
Lisa Fitzgerald

**EXCUSED**

Russ Kenyon  
Suzanne Farley  
Dick Maltman

**STAFF**

Valerie Knoblauch  
Carol Hicks

**ABSENT**

**EX-OFFICIO/CHAMBER**

Mitch Donovan  
Alison Grems

**GUESTS**

Amanda Airth, Geneva  
Chamber of Commerce  
(for John Hicks)

**Welcome** – Mike Roeder called the meeting to order at 8:03 am. Mike called for introductions around the room. Amanda Airth from the Geneva Chamber of Commerce was a guest, representing John Hicks. Mike welcomed our newly appointed representative from the Ontario County Board of Supervisors, The Honorable Dan Marshall, Town of South Bristol Supervisor.

**Correspondence Notebook**

Carol Hicks presented the Correspondence Notebook. Special note was made of David Hutchings winning in the Celebrity Chef category at the 2016 Kiwanis Club Chef Challenge at The Inn on the Lake. Valerie remarked that there are numerous articles relating to the status of the casino issue.

**Executive Committee**

Carol will be meeting with individual board members immediately following the meeting to complete the signing of the Fiduciary Responsibility and Conflict of Interest forms.

Valerie passed around the Ontario County 2016 Directory to the board members to familiarize them with the committee appointments to the Ontario County Board of Supervisors.

**President's Report**

Valerie reported that all is in order with our contract with Ontario County. In the future there may be some changes in the way the payments are made. She will be working with Tom Harvey on this. This will not impact our overall operations, it may affect our cash flow and requires planning.

Marketing Reports and Updates – Valerie referred the board to the Management Reports for January and February posted on OneDrive. The website launch has been set for mid-June. The staff is currently being trained on the new website. Valerie defined CRM – Customer Relationship Management. The CRM side of the website is where we manage and analyze interactions and data related to all of our customers. Valerie then defined CMS – Content Management System. The CMS is all content, including but not limited to, all written content, blogs, photos, videos, etc. David has primary oversight of the CRM and Karen the CMS. All staff contributes to both the CRM and the CMS. We are currently under budget because we will not be paying the subscription fee of approximately \$10,000 per quarter until the website is launched.

2015 Annual Report – Valerie reported that the 2015 Annual Report is completed and will be posted on OneDrive.

### **Official Business – Consensus Agenda Items**

Mike Kauffman made the above motion and Frank Riccio seconded the motions.

*Approve the minutes of the December 9, 2015 Meeting*

*Acknowledge receipt of the financial reports (Profit and Loss vs. Budget) for the months of December 2015, January 2016 and February 2016*

*Accept the balance sheet as of 2/29/16*

All present voted in favor and the motion passed.

### **Governance Committee**

The Governance Committee met and reviewed the following policies:

**Capitalization of Assets** – Recommendation is to raise the threshold from \$1,000 to \$2,500.

**Indemnification Policy** – No changes.

**Document Retention and Destruction** – The committee referenced three different sources for document retention and destruction. The committee is recommending that the policy refer to a website link with the guidelines instead of listing every individual guideline in the policy. The document retention and destruction policy link that the committee selected is from Mengel Metzger Barr, our auditors. Dan Fuller recommended that the Ontario County Attorney review the policy and this recommendation was agreed upon. This policy will be reviewed and presented at the next board meeting.

David Linger moved and Alexa Gifford seconded the following motion.

*To adopt the Capitalization of Assets Policy as proposed by the Governance Committee.*

*To adopt the Indemnification Policy as presented.*

All present voted in favor and the motion passed.

### **New Business**

Valerie met with Jason Barrett, owner of Black Button Distilling and creator of the Rochester Craft Beverage Trail. The current trail runs from Hamlin into Canandaigua. There is currently legislation in front of Senator Funke's office to designate the Rochester Craft Beverage Trail as an official trail under NYS law. This is similar to wine trail legislation. Finger Lakes Visitors Connection was approached to consider temporarily managing and marketing the trail. The executive committee agreed that there could be mutual marketing benefit for us and to discuss how this would work. It was important in the long term that: a) They establish themselves as an official business entity. Russ Kenyon will help the organization accomplish this goal. b) The trail needs to extend beyond Canandaigua, to include all of Ontario County. c) Finger Lakes must be included in the name of the trail. The name will now be the Rochester Finger Lakes Craft Beverage Trail (ROC/FLX Craft Beverage Trail) and it will extend into Geneva and Naples. The legislation is being edited to include the new name for the trail. Valerie concluded that there is obviously more work to be done with this set up, but it looks to be a win-win in positioning our area with this craft beverage brand. We may also be able to do more with the Consolidated Funding Applications and acquire some grant money.

### **Strategic Planning Committee**

Mike Kauffman provided a background on our actions with the Strategic Plan to date. This is the final step to make it actionable. However, he did remind everyone that this is designed to not be a static document, but rather a fluid, editable document that should be referred to regularly. He reminded everyone of our November Strategic Planning Retreat at Bristol Mountain, where Young Strategies research was presented in great detail, including note of a study of night-by-night occupancy to determine our voids and needs.

Alison Grems arrived at 8:30 am.

Mike K. reported that the initial draft of the Strategic Plan was presented by Berkeley in January and has been reviewed by the Strategic Planning Committee. He noted that this is our 5-year plan, developed by the board and our President and team with the support of Young Strategies. Board Member Jessica Bacher arrived at 8:36 am.

Mike Kauffman proceeded with a review of the Strategic Plan, highlighting key points on each page. Valerie referenced the Excel spreadsheet that she created, which summarizes the Key Strategic Actions in chronological order. Feedback and input from the board members was welcomed. An active dialogue followed. Board member Lisa Fitzgerald left at 9:02 am.

When the Strategic Plan had been reviewed, Mike Kauffman made the a motion, which was seconded by Bob Bennett *to adopt the Strategic Plan – Destination 2020 as presented and reviewed, acknowledging that this is a fluid document which will be reviewed and updated annually by the Board of Directors and the FLVC team.* All present voted in favor and the motion passed.

### **Ex-officio/Chamber Reports**

Alison Grems reported on behalf of the Canandaigua Chamber. There will be a special meeting tonight, March 16, 2016, to discuss the Finger Lakes Resort parking ramp. Valerie noted that it is being referred to as a “parking deck.” Pinnacle North is moving forward at a nice pace. The chamber is putting together a new visitor guide and map. Alison reported on the new increase in the minimum wage and the impact it can have on small business. The chamber has asked business owners to write letters to Governor Cuomo, presenting their opposition to the increase. Mitch Donovan arrived at 9:21 a.m.

Mitch Donovan reported on behalf of the Victor Chamber. Pinnacle Victor is making a real impact on the community with visitors. The chamber is promoting businesses at Pinnacle via brochures and mobile apps. The Victor Chamber sent out a survey to their members regarding the increase in the minimum wage and the responses have been 10 – 1 against the increase. The chamber hosted a Hospitality Round Table to discuss shared shifts, referring exceptional employees and other ideas within the industry. The Victor Chamber will be redesigning their foyer to incorporate brochures racks for visitors 24/7.

Amanda Airth reported for the Geneva Chamber, on behalf of John Hicks. She mentioned the success of the annual chamber dinner and that the next big event will be the annual golf tournament in May. The chamber is currently conducting a membership drive. They have redesigned their website, in cooperation with the chamber.

### **Old Business**

#### **Adjourn**

*David Hutchings made a motion to adjourn the meeting, seconded by Bob Bennett and all present voted in favor of the motion. Mike Roeder adjourned the meeting at 9:35 a.m.*

Minutes submitted by Carol Hicks.