

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting, Wednesday, October 16, 2013 8:00 a.m.
Canandaigua Town Hall, Canandaigua, NY

PRESENT

Jessica Bacher
John Brahm
Dick Maltman
Bob Bennett
Mike Roeder
David Hutchings
Lois Kozlowski
Mary Luckern
Carl Carlson
Russ Kenyon

Suzanne Farley
Dan Fuller
Alexa Gifford
David Linger
Frank Riccio

EXCUSED

Mike Kauffman
Lisa Fitzgerald
Bob Bennett

STAFF

Valerie Knoblauch
Sue Schmidt
Holly Chaapel
David Lee

EX-OFFICIO

Alison Grems- Canandaigua Chamber

WELCOME – Mike Roeder, Chairperson, called the meeting to order at 8:15 a.m. and asked for a motion for Executive Session to discuss personnel. The board moved into executive session and emerged at 8:41.

CORRESPONDENCE NOTEBOOK- The correspondence notebook was passed. Valerie Knoblauch passed around the “Media Win” notebook. Valerie made note of an article where Finger Lakes Visitors Connection and Ontario County tourism were featured as the cover story in the October 4, 2013 *Rochester Business Journal*. The article covers the economic success and vitality of tourism in Ontario County and discusses employment, labor income and spending and other key indicators of tourism’s economic impact.

OFFICIAL BUSINESS- Dick Maltman moved to **approve the minutes of the September 11, 2013 Board of Directors meeting**. Mary Luckern seconded, and the motion was passed unanimously.

Valerie presented the financial reports, noting that we were under budget year-to-date shows that we are under budget approximately \$4,902.93. Year over year balance shows that we currently have \$39,004.11 more in the bank than this time last year. David Linger inquired about the level of reserves that were reported. Valerie noted that we have a policy on reserves and we have not yet met the requirement of that policy for reserves. David also asked about the use of the 25 Gorham Street property as a part of the reserves. Valerie indicated that she would share the reserve policy with the board and they could determine if it is at a level that is desired or if they would like to adjust the policy. Frank Riccio moved to **accept the September, YTD, & YOY financial reports**. Mary Luckern seconded, and the motion passed unanimously.

Valerie explained to the board that she met with the executive committee and Mary Kraus from the county regarding our policy with regard to health care coverage. Obamacare is requiring certain forms be distributed to the employees – no matter the size of the corporation (Health Insurance Marketplace Coverage Form). Valerie has provided this to the employees. Given the changes in the law, Valerie was asked to update the policy manual, more clearly defining part time employees and full time employees. In that review, changes were also being recommended to change the Americans with Disability Act and Family Medical Leave Act (which was removed from our policy) Discussion ensued clarifying these areas. Valerie had suggested removing the Canandaigua Airport position statement, feeling that it was completed. However, Russ Kenyon suggested that we take another look at it, keep it and perhaps modify it to declare our interest in the marketing opportunities available through the airport. David Hutchings moved to **approve the changes to the policy notebook**. Mary Luckern seconded, and the motion passed unanimously.

STRATEGIC PLAN FOCUS - The strategic plan goal for **Economic Vitality**: *Foster development of tourism product and inventory by developing, publicizing top product list. Advocate for products and programs which fill identified voids in assets to fulfill premier destination status.* Russ Kenyon mentioned that a product list is an important tool for us to have and we should focus on that list. Mike Roeder asked if we already have a current top product list and Valerie responded yes, but it does need updating. Valerie offered to email the board with the current top product list. Alexa Gifford would help provide input on this.

EDUCATIONAL PROGRAM- Valerie has had discussions with Barb Risser from Finger Lakes Community College regarding “FLVC University” – a tourism educational program conceived through our strategic plan. Dr. Risser has shown interest in participation and contribution to FLVC University. We have such a diverse audience and now we need to focus on how we get all components together and make it a highly qualified educational program.

MARKETING REPORTS AND UPDATES- Marketing day had a turnout of 65 people. It was a diverse audience, geographically and in terms of segments represented. There were about 20 FLCC students as well. Jessica Bacher asked if we have had resistance with the price for partnerships. Valerie responded with “not yet.” There were no other questions from the board.

Chair, Mike Roeder left the meeting at this point. Frank Riccio, Treasurer, directed the meeting at this point.

CHAMBER REPORTS- Alison Grems spoke on behalf of the Canandaigua Chamber of Commerce noting that the Main Street project in Canandaigua is just about complete and hoping to have a ceremony of some sort on Friday, October 18. The lakefront project continues to move in the right direction along with the Steamboat Landing project. Canandaigua’s Athena awards will be held on November 15 at Finger Lakes Community College.

Jessica Bacher spoke on behalf of the Geneva Chamber of Commerce noting Elizabeth Winter has left the Geneva chamber due to relocation. Dee Isaacs has been appointed in transition and there is discussion regarding how to more efficiently work with both the BID and the Chamber. The Geneva Visitors Center is moving forward and they hope to be moving back to the Lake Street office shortly. The Geneva Athena Awards dinner was well-attended.

OLD BUSINESS- Frank Riccio asked for old business and none was mentioned.

NEW BUSINESS – Gary Curtis, Ontario County attorney has been in correspondence with Valerie mentioning that the Occupancy Tax Law is up for renewal in 2014. The process will be starting in January.

ADJOURN – Frank asked for a motion to adjourn. Lois Kozlowski made a motion to adjourn the meeting, seconded by John Brahm, and the meeting was adjourned at 9:39 am.

Minutes submitted by Holly Chaapel

