

**Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, October 21, 2009 8:30 a.m.  
Bristol Harbour, Canandaigua**

**PRESENT**

Russ Kenyon            Suzanne Farley  
Jessica Bacher        Dan Fuller  
Frank Riccio           Dick Maltman  
John Maerhofer       Mike Kauffman  
Lois Kozlowski  
Bob Bennett           **GUESTS**  
John Brahm            Lynne Stewart,  
Alexa Gifford         Bristol Harbour

**EX-OFFICIO**

**EXCUSED**  
Mary Luckern  
Chris Iversen  
Lisa Fitzgerald  
Mike Roeder

**STAFF**

Valerie Knoblauch  
Rebecca Donovan  
AJ Shear  
Meg Colombo  
Sue Schmidt

**WELCOME / INTRODUCTIONS** – Chairman Russ Kenyon called the meeting to order at 8:55 a.m.

**EDUCATIONAL PROGRAM** - Valerie introduced Lynne Stewart, Director of Marketing at Bristol Harbour Resort. Lynne welcomed the board to Bristol Harbour, and talked about the resort’s new additions. The Life Path Spa is scheduled to open in December, and will include spa facilities and a wellness center. Four new cottages are under construction; one will house the spa, and three can be rented as 2- or 4-bedroom units.

Lynne told the board about “Go Green”, a program co-sponsored by I Love New York, NYS Hospitality and Tourism Association, NYS Pollution Prevention Institute, Rochester Institute of Technology, and Audubon International. Lynne submitted an application, and Bristol Harbour is one of only 62 properties in New York State selected to participate. A 70-page survey was completed, along with monthly tracking. The hotels will be audited and given a “Green Leaf” rating of 1 to 5. Valerie noted that Bristol Harbour’s work in this area gives us a green marketing story to tell. The Board commended Lynne for her and Bristol Harbour’s leadership in this initiative. FLVC can support Lynne, and Lynne can share her knowledge. Lynne welcomes any ideas or articles. Jessica Bacher noted that the Hampton chain has made about 20 changes, including using “taterware” (instead of plastic) for their continental breakfast. Jessica also noted the importance of training frontliners on these changes.

**CORRESPONDENCE NOTEBOOK** – Rebecca Donovan passed the correspondence notebook, noting an article on the fiber optic ring in Ontario County.

**OFFICIAL BUSINESS** – Lois Kozlowski moved to approve the **Minutes of the October 21, 2009 Board of Directors meeting**. Bob Bennett seconded. The motion passed unanimously.

Valerie presented the financial reports, with notes about discrepancies due to timing and the pending journal entry for payroll. Valerie noted that we continue to spend conservatively in preparation for next year. Frank Riccio made a motion to approve the **August, September and Year-to-Date Financial Reports**. Dick Maltman seconded. The motion passed unanimously.

Valerie reported that she has contracted with HB Solutions LLC to review and update the online reporting required by the Public Authorities Accountability Act. Roberta Jordans has experience with the PARIS reporting system and will complete our reporting for \$500.

As noted in the agenda, Valerie gave a brief update on the following projects, and board members followed up with questions and comments. It was not anticipated that any formal action would be taken on these projects, but rather input provided on direction for each project.

**Farmington Theatre Proposal** – Mike Roeder had suggested that a professional proposal would be well advised. Valerie worked with Ron Brand, Town of Farmington Planner, and FLVC put in \$2500 matched by Finger Lakes Gaming and Racetrack to hire Dixon Schwabl Associates. On October 29, the Farmington proposal is scheduled to be presented to the Rochester Broadway Theatre League in a 45 minute public session, and 45 minute private session; AJ Shear will present the tourism aspects of the proposal.

**Grimes Glen and involvement with Friends of Grimes Glen** – Grimes Glen was purchased by Ontario County as an addition to the County park system. Betsy Landre, of Finger Lakes Land Trust, approached Valerie on behalf of the not yet formalized Friends of Grimes Glen. The group would like to begin fundraising but need a formal entity to collect funds; Betsy asked whether Finger Lakes Visitors Connection could collect the funds. Valerie consulted with Russ Kenyon, Deb Lemke (auditor), and others and shared with the board the various insights from these conversations. After some discussion, Dan Fuller suggested that Betsy contact Steve Swartout at Canandaigua National Bank, as they have a nonprofit structure for fundraising. Russ Kenyon suggested that Valerie facilitate that meeting between Betsy Landre and Steve Swartout.

**Finger Lakes Museum – Geneva** – The site selection process has narrowed to five sites, and Valerie has been working in support of the Geneva site. The Wild Center is being used as a model for the Finger Lakes Museum Project, and Valerie will visit The Wild Center and the Tupper Lake Chamber. Valerie asked the board whether they felt it appropriate to offer to Geneva a monetary commitment similar to the Farmington project. The board agreed to support this type of commitment. Russ Kenyon asked whether the site was in Ontario County; Valerie said that most of the land is in the State Park in Seneca County, but that the City of Geneva is the driver.

**I Love NY – Budgets, matching funds** – Valerie indicated that we are hoping for, but not planning on matching funds in 2010. Valerie reported that she has been asked by the NYS TPA Council to serve as president for 2010, and she has accepted. Valerie reported that the Finger Lakes regional TPAs have voted to appoint Break The Ice Media as the administrator for 2010 regional matching funds. The TPAs issued a separate RFP for public relations services in 2010. FLVC has budgeted \$11,500 in membership dues to Finger Lakes Tourism Alliance, although at least 4 other counties will not be taking out their membership in 2010.

**Widmer's** – Valerie spoke about Constellations Brands decision to close the Widmer's facility in Naples, moving the operations to Canandaigua and donating the property to RIT. Valerie witnessed a similar situation at Gold Seal and is concerned because a lot of Gold Seal heritage and history disappeared. Economic Development has made inquiries about the tourism component, perhaps a museum for historic artifacts, and Valerie has requested a seat at the table. Valerie hopes to reach out to the appropriate party, and would like the board's permission to "push" the need for preservation of the wine and winery touring history in Naples.

**Brand Slimming – Berkeley Young and Young Strategies** – Out of concern that our brand had become unrecognizable, Valerie asked Berkeley Young to review our marketing image including everything from our website, to our visitor and accommodations guides, to letterhead and business cards. Berkeley's advice was to adopt a standards manual, and stick with the colors that best represent us. Valerie plans to move forward now on our websites and printed materials to slim our brand to its recognizable state once again!

## **OTHER**

Dan Fuller asked Sue Schmidt to give an update on motorcoach business. Sue will attend the National Tour Association 2009 Convention in November, representing I Love New York. Sue will also attend the American Bus Association's Marketplace 2010 in January. Sue noted that motorcoach groups are looking for experiential and themed trips, the groups are smaller with shorter planning time, and the market is shifting to younger and greener groups.

Sue reported that Finger Lakes Community College's Green Tour in early October was sold out. The tour included the farm of John Hicks, the new Executive Director of the Geneva BID. The Cohocton windmill farm was included on the tour; Valerie and FLCC President Barb Risser each received a letter from a windmill opponent, and the letter writer spoke with Bob Matson of FLCC about the concerns.

Valerie congratulated Russ Kenyon and Kathy Maltman for their teams' victories in the preliminary heats of the Slice, Dice and Spice NY cook-off.

Dick Maltman visited Hemdale Farms for the Ontario County Fun on the Farm, and was most impressed with their operation.

**ADJOURN** – Russ Kenyon adjourned the meeting at 10:25 a.m.

**Next meeting:** December 3, 2009 8:00 a.m.  
Ontario County Office Bldg 3<sup>rd</sup> floor  
20 Ontario Street, Canandaigua

**Topic:** Presentation of 2008-2009 Audit  
Followed by Part 2 of PAAA training at 9:00 a.m.