

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Wednesday, October 6, 2010 8:30 a.m.
Holiday Inn Express, Victor**

PRESENT

Mike Roeder Frank Riccio
Russ Kenyon Lois Kozlowski
Dick Maltman Bob Bennett
Alexa Gifford Mike Kauffman
Chris Iversen John Maerhofer

EXCUSED

John Brahm
Suzanne Farley
Mary Luckern
Jessica Bacher
Lisa Fitzgerald
Dan Fuller

EX-OFFICIO

Alison Gremis

STAFF

Valerie Knoblauch
Rebecca Donovan
Sue Schmidt

WELCOME – Chairman Mike Roeder called the meeting to order at 9:15 a.m.

CORRESPONDENCE NOTEBOOK – Rebecca Donovan passed the correspondence notebook, noting a several articles resulting from FLVC hosting of travel writers this summer.

EDUCATIONAL PROGRAM – Valerie referred to the Strategic Plan item for this meeting (Strategy 10: To ensure that our industry and staff are privy to consistent topical educational information and strategic marketing directions.) Valerie asked the staff for their professional development requests prior to completing the budget. All requests were approved, with one redirection. Valerie will redistribute the Strategic Plan in a condensed format in order to more easily communicate the initiatives of the organization to everyone.

OFFICIAL BUSINESS

Lois Kozlowski moved to approve the **Minutes of the September 8, 2010 Board of Directors meeting**. Chris Iversen seconded. The motion passed unanimously.

Valerie presented the financial reports for August, noting that end-of-year entries will be made by the accountant in September. Chris Iversen made a motion to **approve the August Financial Reports**. Dick Maltman seconded. The motion passed unanimously. Valerie also provided a draft year end Budget to Actual noting that although revenues were down, and no budget adjustments have been made, the actual numbers were within about \$6000 of each other, indicating that the staff had made adjustments along the way to reduce expenses in relation to the lost matching funds of approximately \$66,000 and the reduced county revenues of approximately \$80,000.

Valerie reviewed the changes to the policy on Distribution of Mailing List(s) – Electronic and other, recommended by the Executive Committee. Dick Maltman made a motion to **approve the policy on Distribution of Mailing List(s) – Electronic and Other**. Mike Kauffman seconded, and the motion passed unanimously.

Dick Maltman reported that the Policy Review committee (Dick Maltman, Mike Roeder, Chris Iversen excused himself due to a potential conflict of interest) met to review the current Policy on Funding Requests. The committee made some suggestions: funds should not be diverted from marketing to product development; FLVC should better communicate the dollar value of our in-kind services; FLVC could take a leadership role in the development of an independent fund for tourism product development. The committee recommended that this policy review be put on hold while the entire board addresses the issue of product development, and that a date be set for an informal summit.

CHAIRMAN'S REPORT – Mike Roeder congratulated Suzanne Farley on the birth of her new grandson. Mike had earlier noted in the annual meeting his goals for the upcoming year and welcomed comment and ideas from other board members as to their suggestions as well.

MARKETING REPORT –

Board Metrics/Marketing Dashboard. Valerie presented the board metrics for August. Chris Iversen asked about the level of participation by hotels in the Smith Travel Report. Valerie indicated that it was not strong for Ontario County because we have so many independent hotels. However, she will be drawing a correlation to see if the STR report is a leading indicator for the level of business that we will ultimately see in the county occupancy tax report.

Meetings and Group Marketing. Sue Schmidt gave an overview on leads for meetings and groups. Sue noted that the majority of leads resulted from our website, split evenly between e-mail and phone inquiries. Group leads vary widely: group sizes ranging from 6 to 500, and planning time ranging from one week to 3 years. Addressing the comparison to Visit Rochester, Sue noted that Rochester has a large sales staff, a convention center and a larger inventory of properties. Inquiries that come to Ontario County are on a smaller scale – most planners already know what we have to offer from website research. Inquiries are filtered by Sue for size and amenities, and the leads are forwarded to the properties that meet those requirements. Chris Iversen suggested that it would be helpful for hoteliers to be aware of the requests that they cannot fulfill, from a product development standpoint. Valerie indicated that perhaps on the partner site a summary of leads could be given and the hoteliers could be directed to go there to see what they missed. This could serve the goal of awareness of our efforts as well as information to the potential developers about what our area was asked for and what we lacked in terms of our product.

Public Relations. Valerie spoke about the number of media visits to Ontario County this summer. AJ Shear sent a request to the industry in June for properties willing to host travel writers and those that provided us with in-kind services seem to be reaping the benefits. More specifically, FLVC hosted several travel writers as a result of PR surrounding Slice, Dice and Spice NY, and regional PR by Quinn and Co.

Niche Markets. Our focus on niche markets includes: AJ Shear will be attending the Toronto Ski show with Bristol Mountain; FLVC participated in a 5-county co-op marketing effort aimed at the Canadian market; FLVC received over 600 leads from a *Budget Travel* ad for Girlfriend Getaways.

COMMITTEE REPORTS – The Contracts Review Committee will meet with the Geneva Chamber's Board of Directors on October 13, 2010.

AGENCY REPORTS – Alison Grems noted a large number of recent visitors from Israel, and reported that there are no rooms to be had for Columbus Day weekend. Alison noted that the October 5th candidates forum co-sponsored with Rochester Business Alliance had to be cancelled; the Chamber has partnered with Finger Lakes Community College to sponsor a candidates forum on October 20th (note: later rescheduled to October 27th). Dick Maltman noted that the "Take Back New York" bus will make a stop at Mead Square Park in Victor on Thursday, October 7th.

PRESIDENT'S REPORT – Valerie acknowledged that using Zoho to post board materials was a learning process, and welcomed any feedback from the board. She apologized to the ex-officio for not getting them signed up with Zoho and get them in the info loop. We will get them signed up before the next board of directors meeting. Also, Chris asked about hand-outs of the posted items. Valerie indicated that we just had backup hand-outs for this meeting because it was our first round, but in the future we would not be posting and then providing handouts as well. The Board of Directors notebooks will be filled for a while and then we will also reduce paper in those.

OLD BUSINESS – Valerie reported on the progress of the back porch project. Kelley's Custom Carpentry was awarded the project, and Jim Kelley is making excellent progress. The copper gutters were not included in his bid, and G.S. Restoration will provide a quote on the gutters.

ADJOURN – Dick Maltman moved to adjourn the meeting. John Maerhofer seconded, and the meeting was adjourned at 10:00 a.m.

Next meeting: November 17, 2010 8:00 a.m. *Note new start time
 Belhurst
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