

Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, December 14, 2011 3:00 p.m.  
OptiGolf Centers, Victor

**PRESENT**

Lois Kozlowski  
Dick Maltman  
Frank Riccio  
Jessica Bacher  
Lisa Fitzgerald  
John Brahm

Carl Carlson  
Russ Kenyon  
Bob Bennett  
Mike Kauffman  
Mike Roeder  
David Hutchings

**EXCUSED**

Dan Fuller  
Alexa Gifford  
Suzanne Farley  
Mary Luckern

**EX-OFFICIO**

Alison Grems, Canandaigua Chamber  
Bob Matson, FLCC

**STAFF**

Valerie Knoblauch  
Sue Schmidt  
David Lee  
Rebecca Donovan

**GUEST**

Deb Lemke,  
Fredericksen & Sirianni

**WELCOME** – President, Mike Roeder called the meeting to order at 3:00 p.m. and introduced our auditor, Deb Lemke of Fredericksen & Sirianni.

Deb Lemke met with the Audit Committee on December 9, 2011, and has incorporated the requested changes. Deb reviewed the final financial statements and all of the notes, and invited questions from the board. Valerie Knoblauch gave some additional information to the board regarding Note 4. The change in expense from 2010 to 2011 reflects the change in the way chamber contracts are structured, with payments made upon completion of elements of the contract, rather than up front.

Deb Lemke reviewed the corporation's tax forms, including the 990, 990T and CHAR500 forms, noting that Form 990 must be approved by the board before filing. The 990T is a new form filed to qualify the corporation for a health insurance credit, with an expected refund of \$374. A variety of board questions were addressed, and Chairperson Mike Roeder asked for a motion for approval.

Dick Maltman moved to accept the recommendation of the Audit Committee and **approve the FYE 2011 Audit Report**. Carl Carlson seconded, and the motion passed unanimously. Dick Maltman moved to accept the recommendation of the Audit Committee and **approve Federal Form 990**. Carl Carlson seconded, and the motion passed unanimously. Valerie thanked Deb Lemke and Randy Hess.

**OFFICIAL BUSINESS** – Dick Maltman moved to **approve the Minutes of the November 16, 2011 Board of Directors meeting**. Bob Bennett seconded and the motion was passed unanimously.

Valerie Knoblauch presented the financial reports, noting that we are under budget in November but expenses will occur in December related to contracts and closing out the calendar year. Frank Riccio moved to **accept the November financial reports**. Russ Kenyon seconded and the motion was passed unanimously.

**COMMITTEE REPORTS** – Lisa Fitzgerald reported for the Nominating Committee, recommending the appointment of David Linger, owner of Finger Lakes Gifts & Lounge, to fill the unexpired term vacated by Kevin Reeder, with a term to expire September 30, 2012. Lisa Fitzgerald moved to **appoint David Linger to a term which expires September 30, 2012**. Bob Bennett seconded, and the motion passed unanimously. Mike Roeder noted that we now have a full board of 17 members.

**PRESIDENT'S REPORT** – Valerie reported on recent developments in the litigation against Atomic Design. Atomic Design has chosen to continue the litigation, and a pre-trial hearing is scheduled for January 5, 2012 in Rochester. Valerie asked the board for direction on settlement. Discussion followed. Russ Kenyon moved to **authorize Valerie Knoblauch to settle for \$5,000, the amount won in arbitration.** Lois Kozlowski seconded, and the motion passed unanimously.

At this time, David Hutchings joined the board meeting. Mike Roeder welcomed David to the board, and asked for introductions around the table.

**MARKETING REPORT** – Valerie reported that she negotiated a lower price and signed a contract with Dumbwaiter Design for the creation of our first mobile web site. Valerie referred to the **board metrics**, which showed mobile views of our website up 227.1% in November 2011 over November 2010. Valerie stressed that this will be a mobile web site, not an app, and will be geolocational, meaning that consumer requests for lodging, dining and attractions will bring up the properties closest to the consumer's physical location. The site will be capable of including consumer reviews, such as TripAdvisor, and one board member expressed some concern over negative reviews. Valerie expects the mobile site to be ready by the end of February.

Valerie shared with the board concerns over our new website's analytics. Industry partners that are more in tune with their own web analytics had been remarking that the number of referrals from our website had "dropped off" since the launch of our new site. After a meeting with two hotel partners, Valerie suspects that click-throughs from our website are being "read" by Google direct entries, and she is having Dumbwaiter Design investigate the programming implications of this.

**CHAMBER REPORTS** – Alison Grems reported that the Chamber is working on their new visitor guide and map, and is offering advertising opportunities to members.

**NEW BUSINESS** – The board sent well wishes to board member Alexa Gifford. Mike Kauffman reported that sales at EASTVIEW were up slightly over 2010, and is pleased to announce the addition of the upscale department store Von Maur, which will replace Bon-Ton in 2012. Bob Matson reported on the George M. Ewing Canandaigua Forum series, offering 3 lectures in the winter months. The first lecture in the series was well received. Frank Riccio reported that Bristol Mountain has 2 trails open, and plans to have the new addition to the main lodge open by next weekend.

**ADJOURN** – Lisa Fitzgerald made a motion to adjourn the meeting, seconded by David Hutchings and the meeting was adjourned at 4:30 p.m. Board members adjourned to the Holiday Gathering.

**Next meeting:**            January 31, 2011  8:00 a.m.  
                                  The Inn on the Lake  
                                  770 South Main Street, Canandaigua