

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Thursday, December 16, 2010 1:30 p.m.
New York Wine & Culinary Center, Canandaigua**

PRESENT

Suzanne Farley	John Brahm
Dan Fuller	Mike Roeder
Alexa Gifford	Lisa Fitzgerald
Jessica Bacher	Mike Kauffman
Russ Kenyon	Chris Iversen
Dick Maltman	John Maerhofer
Bob Bennett	Lois Kozlowski

EXCUSED

Frank Riccio
Mary Luckern

EX-OFFICIO

Rob Gladden, Geneva Chamber
Alison Grems, Canandaigua Chamber

STAFF

Valerie Knoblauch
Rebecca Donovan
Sue Schmidt
David Lee
Meg Colombo
AJ Shear

WELCOME – Chairman Mike Roeder called the meeting to order at 1:30 p.m. and welcomed everyone to the New York Wine & Culinary Center. Mike thanked Alexa Gifford for hosting the meeting and the holiday gathering.

OFFICIAL BUSINESS

Dick Maltman moved to approve the **Minutes of the November 17, 2010 Board of Directors meeting**. Mike Kauffman seconded. The motion passed unanimously.

Valerie presented the financial reports for October, November and year-to-date, noting that we were under budget, and that the audit showed a higher cash reserve at the end of the last fiscal year, indicating conservative spending in anticipation of website design expenses. John Brahm made a motion to **approve the October and November financial reports**. Chris Iversen seconded. The motion passed unanimously.

Mike Roeder referred to the board term renewals listed on the agenda for Russ Kenyon, Dick Maltman, and Frank Riccio. Valerie noted that the renewals had already been approved at the September 8, 2010 board meeting, and asked the board to reaffirm the renewals closer to the Board of Supervisors approval in January 2011. The board agreed to reaffirm.

Valerie reported that Mitch Donovan, Victor Chamber of Commerce, had completed his 2010 contract in October, ahead of the December 31 contract end date. Valerie proposed renewing the contract for 2011. Lois Kozlowski moved to **approve the Victor Chamber of Commerce contract for January 1, 2011 through December 31, 2011 in the amount of \$5,000**. Bob Bennett seconded, and the motion passed unanimously. Russ Kenyon abstained.

Valerie reported that Deb Lemke, our auditor with Fredericksen and Sirianni LLP, was unable to present the audit as scheduled for this meeting due to the death of her brother. Deb wanted the board to know that she appreciated the postponement. Valerie learned from Deb that we must file our 990 Form prior to January 15, 2011 and suggested moving the January board meeting to January 12, 2011 at the County Office Building 3rd floor conference room. That meeting will serve both to review and approve the financial statements for the fiscal year ending September 30, 2010. Valerie thanked the board for their consideration and their flexibility. Valerie directed David Lee to post the upcoming board meeting dates on Zoho. Mike Roeder noted that Rebecca Donovan had sent him Outlook appointments for meeting dates; several other board members indicated that this would be helpful, and Rebecca will send appointments to them.

COMMITTEE REPORT – Valerie reviewed the concerns she had expressed at the last board meeting about the frustration of our website progress with Atomic Design, our website developer. Subcommittee members Lisa Fitzgerald, Russ Kenyon, Mike Roeder, Bob Bennett, and Valerie met with consultant Mike Nelson to review the current status. Lisa Fitzgerald noted that it was helpful to have an outside perspective. Mike Nelson sent a report detailing his recommendations. Staff members subsequently met with Dumbwaiter Design, a company who has worked with both Lisa Fitzgerald and Alexa Gifford, to evaluate our equity in the Atomic site. Dumbwaiter Design was contracted to produce documented site architecture, which will allow us to put out a new RFP for a website developer to complete the website. Discussion ensued on how to terminate the relationship with Atomic Design and whether to demand a refund. Russ Kenyon made a motion to **direct Valerie Knoblauch to terminate the relationship with Atomic Design and to demand the refund of the final payment to them.** Suzanne Farley seconded, and the motion passed unanimously. It remains within the discretion of the Executive Committee to decide the final exit price. The same committee will review the RFP, and Bob Bennett suggested that the board review the next contract.

MARKETING REPORT – Sue Schmidt gave an overview of the “**Christmas On Us**” promotion to increase occupancy during a need period. The “Christmas On Us” promotional flyer was viewed electronically, and Sue noted that a customized PDF flyer had been produced for each participating property. Sue reported that both The Inn on the Lake and Geneva Hampton Inn had received bookings from this promotion. Bob Bennett volunteered that the Holiday Inn Express had bookings as well. AJ Shear reported that Finger Lakes News Radio, the Daily Messenger and Quinn & Co., the marketing firm for the region, had picked up his press release. Sue noted that we will send a tracking request to the participating properties, and that the promotion may be replicated for other holidays.

Valerie reported on the **Girlfriends Getaways** program, which generated 700 leads in response to our ad offering a Girlfriends Getaway Kit. The mailing is scheduled to go out just after the Christmas holidays. Valerie showed a sample of the kit designed by Cindy Harris.

David Lee gave an overview of the **October board metrics**, noting that 2010 year-to-date RevPar has finally topped 2008, and that phone calls and stop-ins were up over 2009. At Valerie’s request, David shared a recent request from a gentleman that was looking for horse-drawn sleigh rides in a rural Finger Lakes setting, followed by a romantic dinner, because he wanted to propose to his fiancée the last weekend of January! Sue Schmidt shared a request from an antique car club wanting to visit the Finger Lakes because of an insert they saw in the Toronto Globe – the result of our cooperative promotion with VisitRochester and 3 other counties. Meg responded to board members’ questions about web metrics.

Valerie introduced the **2011 Strategic Partners Opportunities** sales piece which will combine print publications, web presence, interactive campaigns, and “marketing mash-up” in a format that can be customized to each partner. This will be released at the January 2011 Marketing Day.

OLD BUSINESS - Valerie reminded the board that the self-evaluation is coming up, with a target completion in January.

NEW BUSINESS - Valerie shared a letter from Gene Pierce, board chair of Finger Lakes Tourism Alliance, stating that the FLTA board has directed their president to participate with Boards that are not county specific and that have more of a regional and state function. Our By-laws state that FLTA may be represented as an ex-officio member. Valerie asked the board to consider this at the January board meeting.

On behalf of the board, Valerie thanked Russ Kenyon for his years of service as Chair of the board, and shared some of her fondest memories of his term. She then presented Russ Kenyon with a backpack full of tourism related gifts, compliments of board members.

Russ Kenyon noted that, thanks to Alison Grems and the Canandaigua Chamber of Commerce, the City of Canandaigua passed a reduction of the city occupancy tax to 1.5%.

ADJOURN – Russ Kenyon moved to adjourn the meeting. Mike Roeder seconded, and the meeting was adjourned at 3:00 p.m. On behalf of Mike Roeder and Alexa Gifford, Valerie invited everyone to join our guests upstairs for the holiday gathering.

Next meeting: January 12, 2011 8:00 a.m. Audit report and adoption
 Ontario County Office Building, 3rd floor
 20 Ontario Street, Canandaigua