

Finger Lakes Visitors Connection Board of Directors Policy Notebook

301. Code of Ethics

Our success is dependent upon how we conduct ourselves and do business with our customers, vendors, suppliers, and other business partners. FLVC expects all employees and board members to maintain the highest standards of professionalism and integrity in the performance of their duties and while representing the Organization. All work must be performed in an ethical manner and in accordance with government regulations and Organization policy. Employees and board members should never use the position with the Organization or relationship with customers for private gain.

Prohibited Conduct – Employees and board members are expected to refrain from any illegal, unethical, and/or dishonest business activity. Examples of prohibited conduct include, but are not limited to:

- Directly or indirectly soliciting or accepting a bribe, kickback, loan, gift, service, entertainment, or preferential treatment from a current or prospective vendor, supplier, customer, or competitor for personal gain in return for being influenced in connection with FLVC business;
- Having a direct or indirect financial interest or a personal business relationship with any business or person that does business with FLVC without disclosure to and approval of the Organization; and
- Investing in the stocks, bonds, or securities of a vendor, supplier, customer, or competitor if such transactions are based on any “inside information.”

Guidance - Because the Organization is unable to list every example of conduct that may violate this policy, employees and board members should use good judgment and seek guidance and assistance from the President or Chair of the Board, if needed.

Date: October 6, 2021

302. Conflict of Interest

Ontario County Four Seasons Local Development Corporation is in a unique position in that its directors are prominent stakeholders in the very industry that it is tasked to promote and enhance. By its very nature, the actions of Ontario County Four Seasons Local Development Corporation will personally and/or professionally benefit many members of the local tourism community including members of the Board of Directors.

No director shall disclose confidential information acquired by him/her in the course of their official duties or use such information to further their personal interests.

It is the responsibility of each director to abide by the Code of Ethics, and satisfy the Ontario County Board of Supervisors requirement for an annual filing of the Disclosure/Conflict of Interest Statement.

Date: October 6, 2021