

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Thursday, December 3, 2009 8:30 a.m.
Ontario County Municipal Building – 3rd floor Conference Room**

PRESENT

Suzanne Farley Mary Luckern
Lois Kozlowski Alexa Gifford
Bob Bennett Mike Roeder
Dick Maltman John Brahm
Dan Fuller Frank Riccio
Russ Kenyon

EXCUSED

Chris Iversen
Lisa Fitzgerald
Mike Kauffman
John Maerhofer
Jessica Bacher

STAFF

Valerie Knoblauch
Rebecca Donovan
Sue Schmidt

EX-OFFICIO

Alison Grems, Canandaigua Chamber
Cindy Kimble, FLTA
Rob Gladden, Geneva Chamber

WELCOME / INTRODUCTIONS – Chairman Russ Kenyon called the meeting to order at 8:30 a.m.

CORRESPONDENCE NOTEBOOK – Rebecca Donovan passed the correspondence notebook. Congratulations to board member Lisa Fitzgerald! Lisa and Mike became the proud parents of a baby boy, David Michael Fitzgerald.

OFFICIAL BUSINESS – Bob Bennett moved to approve the **Minutes of the October 21, 2009 Board of Directors organizational meeting**, with one correction noted by Dick Maltman, that the slate of officers should read Mike Roeder, 1st Vice Chairperson and Mike Kauffman, 2nd Vice Chairperson. Lois Kozlowski seconded and the motion passed unanimously.

Dan Fuller moved to approve the **Minutes of the October 21, 2009 Board of Directors meeting**. Mike Roeder seconded and the motion passed unanimously.

Valerie informed the Board that the Audit Committee met on November 23, 2009, at which time Deb Lemke, Fredericksen & Sirianni LLP, presented the audit report for review. Each board member had also been sent a copy of the audit to review. Valerie invited questions from the Board. Dan Fuller moved to accept the recommendation of the Audit Committee and approve the **2008/2009 Audit Report**. Bob Bennett seconded. The motion passed unanimously.

Valerie reported that the auditor recommended to the Audit Committee that the board adopt a capitalization of assets policy; a draft policy was included in the board mailing. John Brahm moved to approve the **Capitalization of Assets Policy**. Mike Roeder seconded, and the motion passed unanimously.

Valerie presented the draft NYS 990 report prepared by Deb Lemke, Fredericksen & Sirianni, LLP. The NYS 990 report was reviewed by the Audit Committee on November 23, 2009, at which time Deb Lemke asked for confirmation or additional information on several items. Valerie reviewed the changes and additions, and noted that this discussion fulfills the requirement for the Board to review this report.

OFFICIAL BUSINESS - continued

Valerie presented the Organizational Chart that will be posted to fulfill a requirement of the Public Authorities Accountability Act. Valerie noted Sue Schmidt's new title on the Organizational Chart. The board extended their congratulations to Sue on her promotion to Vice President. Bob Bennett moved to accept the **Organizational Chart**. Dick Maltman seconded and the motion passed unanimously.

MARKETING REPORT – Valerie reported on our Brand Slimming initiative. One of the recommendations from Berkeley Young, Young Strategies was to stick with one designer for a year. Valerie has made a commitment to Cindy Harris of Harris Studios Inc., and her first project was to refine our logo and develop a tagline for marketing. Valerie presented the new logo, new tagline, and preliminary samples of new letterhead.

Valerie reported on the progress of the website redesign. A site map review has been completed, and a small industry focus group has been invited to help brainstorm the layout of the new home page. Valerie noted that Insiders (staff) blogs will link through to appropriate pages on the website, and that all staff will be blogging, Facebooking and Twittering by March. Web designer Laurie Ferger will work with Cindy Harris, and additional vendors will be used to facilitate some of our special functions. The goal is to launch the new website in March 2010 within the budgeted amount of \$30,000.

Included in the 2010 Marketing Plan - "365" is the working name for the concept that there is something to do in the Finger Lakes every day of the year. The marketing staff has worked diligently to come up with ideas and plug them (along with key marketing objectives for 2010) into an MS Outlook calendar, Valerie noted that "Touring Tips" will be back, and that FLVC will also be relaunching the industry and consumer newsletter.

As required by the Procurement Policy, due to their value over \$10,000 Valerie submitted three purchase proposals to the Audit Committee: website/database redesign, Laurie Ferger; design for the 2010 visitor guide and mini-guide, Harris Studios; and PR software, Vocus.

Sue Schmidt reported that she attended the National Tour Association annual convention in October on behalf of I Love New York; the mood there was upbeat and optimistic. In January, Sue will attend the American Bus Association Marketplace in Maryland, representing Ontario County. Sue is pleased that she has already received 59 appointment requests for her available 75 timeslots. On June 3-5, 2010, the Antique Automobile Club of America will bring 800 cars to the C-MAC/FLCC campus and Steamboat Landing; Sue has been working with organizers for two years. Dick Maltman noted that MG Car Club show immediately follows on June 6 in Farmington.

Valerie extended kudos to all of the staff for their hard work and thanked the board for their flexibility and support in fostering a creative environment.

Mike Roeder inquired about the status of the Farmington proposal to the Rochester Broadway Theatre League. Valerie responded that the presentation went well, and that the City of Rochester has since submitted a proposal. No definitive direction has been announced yet.

MARKETING REPORT - continued

Valerie noted that on December 16th, the City of Geneva will present their proposal to the site selection committee for the Finger Lakes Museum Project. Valerie and AJ have been attending the weekly planning meetings. Preston Pierce, County Historian, and Dr. Barbara Risser, Finger Lakes Community College President, will be contributing to the presentation; Rob Gladden indicated that Mark Gearan, Hobart/William Smith Colleges President, is also involved. Cindy Kimble noted that the site selection committee is expected to make a decision in February 2010.

ADJOURN – Russ Kenyon wished everyone Happy Holidays and adjourned the meeting at 9:00 a.m. Some members stayed after to complete their PAAA training!

Next meeting: **January 27, 2009** 8:30 a.m. < **Note changed date**
The Inn on the Lake
770 South Main Street, Canandaigua

Topic: Marketing Trends