

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Wednesday, January 27, 2010 8:30 a.m.
The Inn on the Lake, Canandaigua**

PRESENT

| | |
|----------------|-----------------|
| Russ Kenyon | Lisa Fitzgerald |
| Jessica Bacher | Bob Bennett |
| Frank Riccio | Dick Maltman |
| Alexa Gifford | Mike Roeder |
| Suzanne Farley | Chris Iversen |
| Dan Fuller | Mike Kauffman |

EX-OFFICIO

Alison Grems, Canandaigua Chamber
Bob Matson, FLCC
Cindy Kimble, FLTA

EXCUSED

Mary Luckern
John Brahm
Lois Kozlowski
John Maerhofer

STAFF

Valerie Knoblauch
Rebecca Donovan
AJ Shear
Meg Colombo
Sue Schmidt

WELCOME / INTRODUCTIONS – Chairman Russ Kenyon called the meeting to order at 8:30 a.m. and asked for introductions. Russ welcomed Lisa Fitzgerald back, and congratulated her on the arrival of her new baby, David.

CORRESPONDENCE NOTEBOOK – Rebecca Donovan passed the correspondence notebook, noting two Ottawa Citizen articles, the result of a travel writer in the Finger Lakes.

OFFICIAL BUSINESS – Mike Roeder moved to approve the **Minutes of the December 3, 2009 Board of Directors meeting**. Dick Maltman seconded. The motion passed unanimously.

Valerie presented the financial reports, commenting that expenditures were up as predicted, and that expenses are within \$1000 of budget. Frank Riccio asked about the Explore NY accounts receivable balance and in-kind services. Valerie noted that the Explore NY money had not yet been received, but she believes the state does intend to pay all previously vouchered expenses, and that in-kind services for Slice, Dice and Spice had not yet been entered in the books. Chris Iversen made a motion to approve the **October, November, December and Year-to-Date Financial Reports**. Dan Fuller seconded. The motion passed unanimously.

Valerie met with Mitch Donovan, Victor Chamber of Commerce, to discuss renewal of the FLVC contract with the chamber. The terms of the 2010 contract will remain the same. Bob Matson asked for clarification of the relationship between FLVC and the chambers. Valerie reviewed the history of the contract and the emphasis of the current contract to promote meetings and group business to Ontario County, and leveraging the business contacts of the chambers. Valerie noted that the new Finger Lakes Community College campus in Victor provides another meeting space to promote in Ontario County. Dick Maltman made a motion to **approve the 2010 Victor Chamber of Commerce contract** in the amount of \$5,000.00 which runs from January 1, 2010 to December 31, 2010. Mike Roeder seconded and the motion passed unanimously.

Valerie reported that a new Five Star bank account would be needed for the purpose of collecting and disbursing regional matching funds. The state requires that a separate account be opened under the Ontario County Four Seasons LDC name as the designated regional TPA. Russ noted that it would be a pass-through account. Chris Iversen moved to **approve the establishment of a Five Star bank account for regional matching funds**. Mike Roeder seconded. The motion passed unanimously.

OFFICIAL BUSINESS – continued

Valerie met with the Executive Committee, as specified in the procurement policy, and asked for approval to pursue a replacement for the vehicle lease that ends on April 11, 2010. Due to the current leasing environment, Valerie asked for input from the board. Russ noted that vehicle payments are already in the budget, and appointed Dick Maltman a liaison to Valerie and the car dealers to investigate lease and purchase options and report at the next board meeting.

Valerie presented the proposed Code of Ethics, the proposed Defense and Indemnification Policy, and the proposed Investment Policy. Board members expressed some concerns over the language about outside interests in the Code of Ethics policy; Russ suggested further review of the Code of Ethics policy. Chris Iversen made a motion to approve the Investment Policy and the Defense and Indemnification Policy. The motion was seconded by Frank Riccio and passed unanimously.

AGENCY REPORTS – Cindy Kimble told the board about the packaging seminar with “The Opportunity Guy” hosted by FLTA. Cindy reported that FLTA is working with private partners as a vacation lead generator, and that the 2010 FLTA travel guide is currently at the press. The FLTA board has been working on the strategic plan, and will move their focus to the private sector which generates 90% of their operating budget.

Alison Grems noted that the Canandaigua Chamber 100th Annual Dinner will be held January 29th, and that the Wizard of Clay provided the special gifts that will be given at the dinner. Alison reported that the City of Canandaigua had passed a 3% occupancy tax; the Chamber will ask for a repeal of the tax next year. The City of Canandaigua Finance Committee had voted to maintain the status quo with the city’s special events policy; Alison will be working with FLVC on a white paper on special events, as part of the chamber’s contract. Alison reported that two new welcome signs have been installed on Route 332 and Route 21. Two more will be installed on Routes 5 & 20.

AUDIT COMMITTEE REPORT - Russ Kenyon noted that the Executive Committee had reviewed the current Directors and Officers insurance policy, and determined that our coverage was adequate, but also inquired about increasing if the premiums were not too much more. Final determination was that it was not cost effective to increase the coverage.

NOMINATING COMMITTEE REPORT – Valerie reported that the terms of three board members were due to expire January 31, 2010. Frank Riccio made a motion to **reappoint John Brahm III, Alexa Gifford, and Mike Kauffman to a three year term to expire January 31, 2013.** Dick Maltman seconded, and the motion passed unanimously.

PRESIDENT’S REPORT – Valerie noted that she had put the Friends of Grimes Glen in contact with Canandaigua National Bank to resolve their collection and distribution of funds question.

Valerie made several connections regarding the future of the Widmer property in Naples. We want to be sure that there is tourism considerations in any changes or proposals for there. Chris Iversen told Valerie and the board that the Naples Planning Board is seeking input on the rezoning and future use of the Widmer property. Valerie spoke with Economic Development about the Widmer property, and was asked to put in writing her concept for the preservation of the tourism product in Naples. Valerie will prepare a draft and share with board members. John Brahm (absent) had previously indicated his willingness to work with Valerie; Suzanne Farley and Mike Roeder agreed to meet with Valerie and John and others to maintain “tourism’s involvement” with this property.

PRESIDENT'S REPORT – continued

Valerie reported that she had received one quote of \$3500 for architectural drawings for the replacement of the back porch, and has contacted a second architect for a quote. The goal is to have the porch replaced before winter 2010.

Valerie informed the board that reporting for 2008-2009 was completed under the Public Authorities Accountability Act, with the expertise of Roberta Jordans, and that we are in good compliance. Valerie gave kudos to Rebecca Donovan and Meg Colombo for their efforts, and thanked the board for completing their training. Rebecca Donovan noted that Harris Beach will offer a webinar training session in spring 2010 for board members who still need to complete their training.

Valerie informed the board that Peggy Boggan will be leaving FLVC to move to Philadelphia; her last day is February 4th. Peggy is a long-term employee, and will be missed. Valerie will not fill Peggy's position, as she did not fill Joey Norsen's position, right away, but will evaluate the best new position, which will likely be more technical than clerical. She is likely to combine these two part time jobs to make one full time job.

Frank Riccio made a motion to **recognize Peggy Boggan for her service with Ontario County's official Tourism Promotion Agency**. Dick Maltman seconded and the motion passed unanimously.

MARKETING REPORT – Sue Schmidt reported on her attendance ABA Marketplace 2010 in Washington, D.C., where she had 57 appointments with operators, who were upbeat and optimistic, from 19 states and Canada. Sue noted changes in the group market: groups are younger, smaller, multi-generational, and booking shorter stays. Operators were upbeat, and expressed the need for green, voluntourism, and hands-on experiences – and are still booking for 2010. Sue will be attending the Heartland Travel Showcase in Columbus, Ohio in late February. Sue noted that it is a “buyer's market” for meetings, and thanked the board for their support of the new branding and sales tools.

AJ Shear reported on the great article in SnowEast magazine that highlighted Bristol Mountain; the article was the result of travel writers hosted in 2009. AJ and Drew Broderick of Bristol Mountain are working with the SnowEast writers for a second off-season visit. AJ noted that he is already working on Slice, Dice and Spice NY 2010 with a group of journalists and through his contacts with Quinn and Co. in New York City. Quinn is the regional PR firm.

Valerie gave an overview of Marketing Day, which was held at The Inn on the Lake on January 13, 2010. There were 54 enthusiastic attendees from all across the industry who shared their 2009 results and 2010 outlooks. The new logo was unveiled, along with a first draft of the new mini-guide which will fill the need for a smaller fact piece for information centers, wedding requests and frontline. New cooperative programs were announced, covering May 1, 2010 through April 30, 2011. Valerie updated the board on our brand slimming process, including a brand guidelines manual.

Dan Fuller updated the board on I Love New York, noting that Chief Marketing Officer Thomas Ranese has left. Dan reached out to Peter Davidson for an interim plan. The Governor's budget includes just under \$5 million total for tourism; matching funds is a legislative item. The Empire State Tourism Conference, put on by the TPA Council and NYSTVA, will be held on February 8-9. NYS departments presenting will include Waterways, Arts, and Parks, Recreation & Historic Preservation; I Love New York has withdrawn. Chris Iversen has been invited to speak on Product Development during the NYSTVA sponsored portion of the event. Valerie will also have several “speaking parts” in her role as TPA Council President.

NEW BUSINESS – Valerie requested that the board review the policy on the distribution of leads. We have been receiving questions on the usage of leads, and pressure from hoteliers for leads from shows that we paid to attend. Russ Kenyon directed the Executive Committee to review the policy.

ADJOURN – Russ Kenyon adjourned the meeting at 9:35 a.m.

Next meeting: March 17, 2010 8:30 a.m.
Best Western Victor Inn & Suites
7449 Route 96, Victor