

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting, Wednesday, May 7, 2014 3:00 p.m.
Ontario County Economic Development Conference Room, Canandaigua, NY

PRESENT

Mike Roeder
Audrey Carrier
Carl Carlson
Dick Maltman
Frank Riccio
David Hutchings
Dan Fuller
Russ Kenyon
Jessica Bacher
Michael Kauffman

EXCUSED

Lisa Fitzgerald
Suzanne Farley

ABSENT

Alexa Gifford
David Linger
John Cowley

STAFF

Valerie Knoblauch
David Lee
Michelle Dawson

EX-OFFICIO

Alison Grems - Canandaigua Chamber
Mitch Donovan – Victor Chamber

GUESTS

Mackenzie Green

WELCOME – Mike Roeder, Chairperson, called the meeting to order at 2:57 p.m. and introduced Audrey Carrier, as a new member of our board. The board subsequently introduced themselves and our guests in the room.

Education Session – Valerie spoke about how she anticipated the board of directors meeting being paperless. However, due to the fact that at the last Executive Committee meeting there was difficulty, this would have to be worked on further. Valerie then advised everyone that it was David's birthday and everyone wished him a happy birthday. She then spoke a little about the new social media event FLXperience that is coming up. She explained this social media event involved Instagram and hashtags and was previously as the Food Revolution. Then Valerie called on David to further explain the event. David explained how people that participated in the FLXperience would possibly be one of the winners of five small prizes or one big prize just by simply posting on Instagram their foodie experience. David advised the board that this idea came from Bucks County PA where they are known worldwide for their social media. He then told the board that this event will kick off on June 2nd.

Mike called on Michelle Dawson to present the Board of Directors Correspondence Notebook.

Correspondence Notebook –Michelle pointed out Hudson Knoblauch's picture was prominently displayed in the front of the notebook. Michelle also pointed out the article about Matt Roeder for everyone to see. Then Michelle went on to advise the board that there was a picture of original board of directors displayed in the notebook, a social media report by Dixon Schwabl, a letter from the NYS Bicycling Coalition that we are now a member, support letters written by Valerie for the Pinnacle Athletic Campus and Canandaigua Lake Pedestrian and Bike Trail, a waterways article and more casino information including letters from Governor Cuomo, Assemblyman Kolb and Senator Nozzolio and lastly an article on ex Woodliff workers who filed a lawsuit over banquet service charges.

CHAIRPERSON'S REPORT - Mike Roeder advised Valerie he could not believe that it was time for the Occupancy Tax to be renewed. Valerie went on to confirm that the Occupancy tax was in fact up for renewal and that she had discussions with the County Attorney and Gary Curtis. A new policy would be that Bed and Breakfasts whom have less than three rooms would not be taxed. Valerie said the public hearing would be in a couple of weeks. She advised the Board when she met with the Executive Committee they agreed there was no changes that needed to be made.

OFFICIAL BUSINESS- Mike Roeder asked for a motion to **approve the minutes of the February 19, 2014 Board of Directors meeting.** Russ Kenyon made the motion and David Hutchings seconded, and the motion was passed unanimously. Valerie presented the financial reports. She identified to the board the depositing and withdrawing of the monies for the Food Revolution Grant was the conduit for the negative balance in the Multi-County account. John Brahm moved to **accept the February, March, April and Year-to-Date financial reports.** Carl Carlson seconded, and the motion passed unanimously. Valerie then went on to speak about Women and Minority Owned Businesses. She reminded the board this topic has been discussed at previous board meetings and that we should adopt this as one of our policies. Russ Kenyon made the motion and Dan Fuller seconded, and the motion was passed unanimously. Lastly, Valerie spoke about the Finger Lakes Tourism Regional Council and requested a resolution by the FLVC board of directors authorizing her to close account # 751419273 (named the Ont Cty Four Seasons Local Development Corporation Regional Matching Funds Account), held at Five Star Bank. All funds, except for \$7,429.22 shall be transferred to the Finger Lakes Regional Tourism Council which has been reformed under the not-for-profit laws and was formerly known as the Society for Genesee and the Lakes. The Finger Lakes Regional Tourism Council will receive the money into a newly opened Lyons National Bank Account in Geneva, as soon as it is released by Five Star Bank.

Dick Maltman made the motion and John Brahm seconded, and the motion was passed unanimously.

Chamber Reports- Mitch Donovan reported on behalf of the Victor Chamber of Commerce. The Food and Brew Fest is still scheduled for Friday, May 9, 2014 at Ravenwood Golf Club. He further advised he is working on the Gateway Project and doing some strategic planning with Valerie.

Alison Grem reported on behalf of the Canandaigua Chamber of Commerce. She shared the Northshore project passed and the groundbreaking will be June 30, 2014. Alison additionally shared that people were beginning to bid on the Steamboat Landing restaurant which made her pleased. She said she and other fellow Canandaigua residents did not want to see it continue to be a vacant place. Alison further advised that Canandaigua is enhancing its look with new benches and trash cans. She said they also will be hosting the Business awards, will be completing their Visitors and Community guides and CMAC will be doing approximately 19 shows.

Mackenzie Green spoke on behalf of Dee Isaacs about the Geneva Chamber. She advised that they're back to their Business After Hours and that they have two visitors centers. One visitors center is located on the corner of Seneca and Exchange Streets and the other at Franklin Square. At present they're trying to get their brochure racks filled.

Valerie next spoke about the Regional Economic Development Center updates. She advised that information was released last week to identify the projects that one can submit a consolidated funding application. The deadline to do so is June 16, 2014. There will also be a meeting on these updated on May 21, 2014.

Policy - Valerie revisited the idea of an endowment fund and stated that the funds could be deposited in October. Many issues were raised by the board members in reference to this fund. The major issues of the board were accessing the fund, how to set it up and to whom it would be set up. Board Members agreed that there were good and bad aspects to this endowment fund. The bad aspect to this endowment fund would be the County realizing they had extra money. And, the good aspect is that they could provide the County with the excess funds to give to another organization in need of the funds. David Hutchings mentioned simply

building a reserve fund wherein organizations would apply for a grant with us. Dick Maltman asked if we could randomly make deposits into this fund. Russ Kenyon advised from an estate planning point of view that Board of Supervisors could look at this as a charitable tool. Mike Roeder mentioned possibly approaching the County first. But, Russ Kenyon advised that the present Board of Supervisors might agree with us 110% but new supervisors might not. Dan Fuller stated he believed no County funds should be deposited in the fund.

Val updated the board on the NYS Not for Profit Revitalization Act. She advised that organizations such as ours would be under more scrutiny in the future.

PRESIDENT'S REPORT- Valerie mentioned that all the staff at FLVC had done written reports on their accomplishments and achievements since the last board meeting in February. She also mentioned that AJ was due to graduate this month with his Masters Degree in Tourism. Valerie further mentioned that Sue would be going to the Tourism Summit in New York City on May 14, 2014. The theme for the Summit is a "Path through History" and our county is Women's rights. Valerie stated Peter Jemison from Gonandagan would be sending his interpreter Ronnie to accompany Sue.

MARKETING REPORTS AND UPDATES- Valerie advised the board that there would be a literature exchange on May 28, 2014 at FLVC's parking lot. IN addition to the literature exchange FLVC was conducting a social media seminar/mixer on June 9, 2014. Lastly, David Lee will be attending a social media class in Victor on May 9, 2014 at Cole & Parks.

OLD BUSINESS – No old business was brought before the board.

NEW BUSINESS –Valerie advised the board of her upcoming trip to a benchmark city-British Columbia. In addition, Valerie mentioned that she had been contacted by Finger Lakes Land Trust to purchase the plot of land that is adjacent to the one presently owned by FLVC. She inquired with the board if she should go to the meeting with Finger Lakes Land Trust scheduled for Friday or if she should just decline on the Board's behalf. The board agreed for Valerie to attend the meeting on May 9, 2014 to see what Finger Lakes Land Trust has to say.

ADJOURN – Valerie mentioned the next board meeting was scheduled for May 21, 2014. It was scheduled for this date because it was the intent of having an April 1, 2014 meeting which did not occur . Therefore, the board agreed to have the next meeting on July 23, 2014. Having no more business to come before the board, Carl Carlson **made the motion to adjourn the meeting and it was seconded by Mike Kauffman. All voted in favor of adjournment.** The meeting was adjourned at 4:30.

Minutes submitted by Michelle Dawson

Next Meeting:
July 23, 2014
Sonnenberg Gardens
Canandaigua, NY 14424

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