

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Annual Meeting, Wednesday, October 29, 2014, 8:00 a.m.
The Inn on the Lake, Canandaigua, New York**

PRESENT

Mike Kauffman Carl Carlson
Lisa Fitzgerald John Brahm
Russ Kenyon Mike Roeder
Jessica Bacher
Frank Riccio
Mike Roeder **EX-OFFICIO**
Audrey Carrier Mitch Donovan, Victor Chamber
David Hutchings John Hicks, Geneva Chamber

EXCUSED

Dan Fuller
Bob Bennett
John Cowley
David Linger
Suzanne Farley
Dick Maltman

STAFF

Valerie Knoblauch
David Lee
Michelle Dawson

GUEST

Russ Barone

WELCOME – Mike Roeder, Chairperson, called the meeting to order at 8:00 a.m. Mike introduced our guest and auditor, Russ Barone.

Russ Barone advised the board he was now partners with the accounting firm of Mengel, Metzger, Barr & Co., LLP who would be performing the audit this year. He explained how the audit would consist of a review of our contract with Ontario County, payroll, taxes, revenue, and other items as part of the Not For Profit Revitalization Act. He indicated that as part of the process the auditors would be meeting with our Executive/Audit Committee and asked if there were any particular concerns that the board had. We will have a full audit presentation at the December 10 board meeting. A reminder for both of these dates will be sent out. Russ Barone left the meeting at this time.

NOMINATING COMMITTEE REPORT- Jessica Bacher reported on behalf of the nominating committee and recommended the following slate of officers for 2015.

Chairperson - Mike Roeder
1st Vice Chair - Mike Kauffman
2nd Vice Chair - Bob Bennett
Secretary - Suzanne Farley
Treasurer - Frank Riccio

Carl Carlson moved to **approve the Slate of Officers**. David Hutchings seconded and the motion passed unanimously. Russ Kenyon, as immediate past president is also a member of the executive committee.

PRESIDENT and CEO REPORT

Valerie gave an overview of requirements for board members to be in compliance with PAAA. She explained that board members that make up committees of the corporation and will have accountability to fulfill our goals for visitorship, economic vitality and board stewardship. Specifically, we reviewed our prior year posting on PAAA for results and noted that for the next meeting, we will establish new goals. Unfortunately, our occupancy goals were not met this year, but it was shared that the hotels across the county were down or just even. Things did pick up in the last month.

CHAIRPERSON'S REPORT- Mike Roeder reflected on this past year's accomplishments such as the continuation of friend building, fostering the development of products and packages. It was noted how important our partnerships have been to our success. Specifically mentioned was the letters of support that we had written for several CFA grants and the high level of success of those applications. We use our strategic plan to support the appropriate projects and having this factual research bolsters our credibility to provide support letters. Mike Roeder reviewed our Mission Statement and Vision statement. He indicated how pleased he was with his vision that our team provide leadership in technology and advancements. We are cutting edge and also through our FLVC University banner continue to provide educational "pass-alongs" to our industry.

OFFICIAL BUSINESS - Mike Roeder made a recommendation (as chair) to approve the reappointment of the Executive Committee/Audit Committee. Russ Kenyon made the motion to **approve the reappointment of Executive Committee/Audit Committee**. David Hutchings seconded and the motion passed unanimously. Mike Roeder then made a recommendation to approve the reappointment of the Governance Committee. Russ Kenyon made the motion to **approve the reappointment of Governance Committee**. Members of these committees are the executive committee. Carl Carlson seconded and the motion passed unanimously.

There was a recommendation to renew our relationship with Mengel, Metzger, Barr, LLP, under the guidance of our previous proposal from Barone and Siciliano. Russ Kenyon made that **motion to engage with Mengel, Metzger, Barr for the 2014 through 2017**. There was a second by Jessica Bacher. All present voted in favor of the motion.

Policy Affirmation. The Board affirmed with a motion from Alexa Gifford and a second by Lisa Fitzgerald the following policies: Conflict of Interest Policy, Procurement Policy, Investment Policy, Whistleblower Policy. Valerie was directed to update the policy manual and the PARIS listings as appropriate, given the board approval. All present voted in favor of the motion.

2014/2015 Budget.

Valerie provided a review of the 2015 budget for \$882,752. This year's occupancy tax earnings were approximately \$20,000 down from last year. Because we have made investments into the future (building blocks for marketing) and because we are confident that revenues earned in the summer will be applied in the 2016 budget, she spoke about upcoming initiatives that are achievable despite the loss of revenue year-over-year. Valerie shared that our website needs to be upgraded and modernized. Even though it is only three years old, it is a bit "behind the times" with regard to style and information. The consumer no longer desires the yellow pages format on destination websites. They will google for that or go directly to a site. For instance, if they know that they want to go skiing, they will go to Bristol Mountain's site directly for the price and details. However, if they are looking for inspirational information and know they want to have some winter fun, for example, our website has a role in providing that inspiration, helping the consumer to organize and plan their destination travel, and lead them to the other sites for the details. This requires a different appeal and approach. We need an inspirational site with ideas and itineraries. Lisa Fitzgerald inquired as to our google rankings. David reviewed our rankings and our weaknesses. Valerie indicated that she has assigned AJ a major project to perfect and leverage our content and its curation systems; this needs to be in place for a solid base. Valerie addressed further initiatives, including the performance of the staff and its effectiveness. We will also be more in the international markets to make sure we are considered a player in this field and not overlooked by our competition, such as Corning area. With no further questions or discussion, Frank Riccio made the motion to **approve the 2014-2015 budget. Carl Carlson seconded and the motion was passed unanimously.**

Valerie had the board review the list of depositories and confirm them. Frank Riccio made the **motion to approve the list of depositories as follows:**

Canandaigua National Bank – Checking; Canandaigua National Bank – Savings; Canandaigua National Bank – NYS Matching Funds

Citibank Credit Card

Five Star Bank – Multi-County Account; Line of Credit

Community Bank – Reserve Account

Audrey Carrier seconded and the motion was passed unanimously.

Valerie provided the board with the credit card report. The property disposition report was reviewed indicating that the board had not sold or acquired new property. Both reports would be posted to PARIS if approved by the Board. Audrey Carrier made the motion to **approve the credit card report and property disposition report. Mike Kauffman seconded and the motion was passed unanimously.**

2014/2015 Meeting Schedule.

Jessica Bacher made the motion to **approve the 2014-2015 Board of Directors meeting schedule as presented. David Hutchings seconded and the motion was passed unanimously.**

Date	Time	Location to be Confirmed	Focus
October 29, 2014	8:00 a.m.	The Inn on the Lake, Canandaigua	Annual Meeting Monthly Meeting
December 10 , 2014	8:00 a.m.	FLGRT, Farmington	Audit Presentation
Holiday Open House	4:00 p.m. – 6:30 p.m.	F.L.V.C.	Fun!
January 14, 2015	8:00 a.m.	Nolans, Canandaigua	Strategic Plan Refresher Destination Development DD-02
February 18, 2015	8:00 a.m.	New York Wine & Culinary Center, Canandaigua	Tourism Assets Then, Now, Tomorrow DD-03
April 1, 2015	8:00 a.m.	The Left Bank, Geneva	Midwest Travel Writers Association
April 29, 2015	8:00 a.m.	Hazlitts, Naples	Gateway Projects Status
June 17, 2015	8:00 a.m.	Pinnacle Park, Victor	TBD
July 16, 2015	Noon	Bristol Mountain Aerial Adventure Park, Bristol (off South Hill Road)	Outdoor Adventure, Kids and Family Marketing
September 9, 2015	8:00 a.m.	Ganondagan, Victor	Partnerships
October 22, 2015	8:00 a.m.	Hobart William Smith Colleges	Annual Meeting Monthly Meeting

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

NEW BUSINESS – No new business was brought before the board.

ADJOURN – Mike Roeder asked for a motion to adjourn. Carl Carlson made a motion to adjourn the 2014 Annual Meeting, seconded by Alexa Gifford, and the meeting was adjourned at 8:52 a.m.

Minutes submitted by Michelle A. Dawson

Page 4 – Annual Meeting – October 29, 2014

Page 4 – FYE 2015