

**Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors, Wednesday, May 11, 2016 8:00 am  
The Inn on the Lake, Canandaigua, New York**

**PRESENT**

Mike Kauffman  
Dan Fuller  
Carl Carlson  
David Linger  
Lisa Fitzgerald  
Bob Bennett  
David Hutchings  
Audrey Carrier  
Frank Riccio  
Jessica Bacher  
Dan Marshall

**EXCUSED**

Mike Roeder  
Russ Kenyon  
Dick Maltman  
Alexa Gifford

**ABSENT**

John Brahm

**GUESTS**

Mike Manikowski and Sue Vary,  
Ontario County Office of  
Economic Development

**STAFF**

Valerie Knoblauch  
Carol Hicks  
Karen Miltner  
David Lee  
Jake Banas

**EX-OFFICIO**

Alison Grems, Canandaigua Chamber  
John Hicks, Geneva Chamber  
Mitch Donovan, Victor Chamber

**Welcome**

Mike Kauffman, 1st Vice Chair, stood in for Chair, Mike Roeder, who was excused due to a business conflict. Mike Kauffman called the meeting to order at 8:00 am.

**Correspondence Notebook**

Carol Hicks presented the Correspondence Notebook. She referred to Valerie Burba's resume. Valerie interned with the Victor Chamber of Commerce.

**Committee Reports**

**Governance Committee – Bob Bennett**

Bob Bennett reported that the Governance Committee met recently and reviewed the Joint Venture Policy and the Document Retention and Destruction Policy. Updates were proposed and the revised policies are on OneDrive. The Chief Staff Executive Continuation Policy was available for first reading.

**Nominating Committee – David Hutchings**

No action items.

**Strategic Planning Committee – Mike Kauffman**

Guests, Mike Manikowski and Sue Vary, Ontario County Office of Economic Development, presented Ontario County's 2016 Strategic Plan and an update on the Canandaigua Airport. Mike highlighted the following deliverables:

- Continue to emphasize internal harvesting of a strong workforce; business expansion and retention.
- Continue to participate in "Economic Gardening" program, a "grow from within" approach which targets existing companies in the county.
- Establish a food innovation hub in Geneva, including expansion of the Tech Farm and agritourism opportunities.

- Focus on attracting more opportunities to Smart System Technology, strengthen the electric power grid and work with SUNY Polytechnic on key initiatives.
- Strengthen and diversify Ontario County's sales tax base in manufacturing, destination retail and tourism, and downtown revitalization.
- Improve local capacity for Economic Development. Make improvements in the planning and review process.

### **Executive Committee**

Valerie gave the Board a brief preview of the new website and requested Board members to “read/proof” the website. Assignments will be coming.

### **Official Business**

David Hutchings made a motion *to approve the Minutes of the April 13, 2016 Board of Directors Meeting, Financial Report and Balance Sheet as of 4/30/16 and the following policies as presented by Governance Committee: Document Retention and Destruction, and Joint Venture Policy.* The motion was seconded by Carl Carlson. All present voted in favor and the motion passed.

### **President's Report**

Refer to May 6 update as posted on One Drive for past month activities.

### **Marketing Update**

Valerie reiterated that we have 60 days to review the website. Valerie requested moving the next board meeting to the afternoon of June 15. The plan would be to have a short board meeting, followed by the unveiling of the new logo and brand launch, presentation of the Strategic Plan, website and partnership opportunities, with the industry in attendance. Valerie gave a brief presentation of the new Visitors Guide. Valerie has met with Visit Rochester with an invitation to join FLVC in a partnership with Trip Advisor. The 2016/2017 Marketing Plan will be presented at the June 15 meeting. Valerie reminded the board that Destination Travel Network (DTN) is an add-on from Simpleview. DTN sells space on our website as approved by the board previously. Valerie gave a brief review of the CMS, highlighting the dashboard and the analytics. Valerie credited the team with pulling off the website on time and on budget. Additionally, they finished the Visitors Guide and the Legacy Awards.

### **Chamber of Commerce Updates**

John Hicks reported that the Geneva Area Chamber of Commerce is holding their annual golf tournament on May 25 and they have room for more teams. The lakefront is in Phase 3 and is expected to be finished in June 2016. The City of Geneva, the Geneva Chamber of Commerce and the wineries are combining forces to create one Community Guide.

Alison Grems reported the Canandaigua Chamber's new Visitor Guide and map are at the printers and will be available soon. They will be holding the Chamber Business Awards on June 3 at the Canandaigua Country Club. Pinnacle North is currently ahead of schedule. Roseland Wave Park has opened and the Aerial Adventure Park is opening May 14.

Mitch Donovan reported that the Victor Chamber will have a table at an upcoming bike race in Victor. The chamber is launching a concierge service during Memorial Day weekend. The 5<sup>th</sup> Annual Craft Beverage Festival will be held at Ravenwood.

### **Old Business**

At the last board meeting it was discussed to form sub-committees regarding the gateway proposals. These sub-committees are not necessary at this time because RFP's will be going out and meetings will be scheduled for Visitor Services. Valerie recently presented her Shared Economy report to the Ontario County Planning Committee. She will be meeting with Mary Gates and Mary Krause to discuss the financial implications.

### **New Business**

Frank Riccio made a motion *to move the June 15 Board of Directors meeting from the morning to the afternoon for the purpose of the marketing kick-off*. The motion was seconded by Jessica Bacher. All present voted in favor and the motion passed.

### **Adjourn**

*Carl Carlson made a motion to adjourn the meeting, seconded by Suzanne Farley. All present voted in favor of the motion. Mike Kaufmann adjourned the meeting at 9:28 a.m.*

### **Next Meeting –**

Wednesday, June 15. Time and place to be announced based on new brand launch.

Minutes submitted by Carol Hicks.