

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, February 1, 2017 – 8:00 a.m.
Ontario County Municipal Building, 2nd Floor
Canandaigua, NY 14424

PRESENT

Mike Kauffman
Mike Roeder
Suzanne Farley
Frank Riccio
Dan Marshall
David Hutchings
Dan Fuller
Audrey Carrier
Carl Carlson
Bob Bennett
Meg Joseph
David Linger

EXCUSED

Russ Kenyon
Steve McGuire
Donna Yudin
John Brahm
Alexa Gifford

STAFF

Valerie Knoblauch
Carol Hicks

ABSENT

EX-OFFICIO

Lenore Friends, FLCC

Welcome - Chairperson Mike Kauffman called the meeting to order at 8:00 a.m.

Correspondence Notebook - Carol Hicks presented the notebook and directed attention to the notice received from the Authorities Budget Office regarding board member training.

Finance & Audit Committee – Frank Riccio reported that the committee met last week, along with the Executive and Governance Committees, to discuss FLVC’s retirement plan. Frank Riccio *requested a motion to replace FLVC’s 403B and SEP plan with a 401K plan, upon testing and verification that FLVC the plan meets all the testing and verification of eligibility, and that current benefit policies are transferable to the specific plan. The motion was seconded by Suzanne Farley.* All present voted in favor of the motion.

Frank Riccio *requested a motion to authorize a Section 125 Employee Benefit Plan, which will set in to place the policy of having employees contribute to health insurance and other plans on a pretax basis. The motion was seconded by Carl Carlson.* All present voted in favor of the motion.

Official Business

Mike Kauffman requested that a motion be moved to approve the following: *the minutes of the December 1, 2016 Meeting; Financial Reports for November and December; Balance Sheet as of 1/31/17; and Notification and Acceptance of NYS Matching Funds Grant – 2017.* Mike Roeder made *the motion and the motion was seconded by Carl Carlson.* All present voted in favor of the motion.

Old Business – Occupancy Tax Renewal was moved up on the agenda, as Board of Supervisor member Dan Marshall needed to be excused early. FLVC’s letter of recommendations for Occupancy Tax Renewal went to Ontario County in December. Valerie had a meeting with the county attorney, Gary Curtiss, and he presented Valerie with the proposed resolution that the county will be presenting to the Planning & Environmental Quality Committee and the Ways & Means Committee. She reviewed the resolution with the board and discussion ensued.

Governance Committee – Bob Bennett reported that the committee met last week, along with the Executive and Finance & Audit Committees, to review the revised Employee Handbook, presented by Amanda Mulno of HROne. Bob Bennett *requested a motion to Adopt the Finger Lakes Visitors Connection Employee Handbook, February 2017, and the motion was seconded by Frank Riccio*. All present voted in favor of the motion.

Nominating Committee – No report.

Executive Committee – Mike Kauffman reported that our FLVC’s contract was signed with Ontario County. Mike noted the new committee structure for Ontario County and each board member was provided with a list of the committees for reference.

President’s Report – Valerie presented the new “interim” brochure for trade shows. She highlighted Jake Banas’ LGBT weekend ski package, partnering with Bristol Mountain, area hotels and I Love NY. Valerie informed the board of her upcoming interview with Time Warner Cable regarding the opening of the del Lago casino and the potential impact on Finger Lakes Gaming & Racetrack. Valerie reviewed the most recent STR occupancy report, noting that occupancy was down 9.9% from December 2015, but ADR is up overall and occupancy is up 2.4% for the year. Discussion ensued.

Ex-Officio – Lenore Friend reported for Finger Lakes Community College. The college has submitted reorganization papers to consolidate the hospitality program, combining food and beverage, along with the resort and general tourism management programs.

Old Business – Uber update: Governor Andrew Cuomo is supporting Uber, along with local wine trails and the Sheriff’s association.

New Business – Mike Roeder reported that pre-booked golf packages at Ravenwood are up from this time last year, including Canadian visitors. Suzanne Farley reported on the upcoming Vintage, Vines & Valentines in Naples, on February 11. Valerie mentioned FLX Table won “Best New Restaurant”, as voted upon by USA Today readers, and this was directly related to our relationship with Quinn PR in New York City. The Chalet of Canandaigua is in the Top Ten TripAdvisor reviews in America.

Adjourn – *Bob Bennett made a motion to adjourn the meeting, seconded by Carl Carlson. All present voted in favor of the motion.* Mike Kauffman adjourned the meeting at 9:16 a.m.

Next Meeting – Wednesday, April 12, 2017 – Location TBD

Minutes submitted by Carol Hicks