

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting
Friday, October 20, 2017 – 8:00 a.m.
Ontario County Municipal Building, Canandaigua, NY 14424

PRESENT

Mike Kauffman
Mike Roeder
John Brahm
Audrey Carrier
Dan Marshall
Steve McGuire
Suzanne Farley
Bob Bennett
Meg Joseph
David Linger
Russ Kenyon
Frank Riccio

EXCUSED

Donna Yudin
David Hutchings

EX-OFFICIO

ABSENT

Carl Carlson
Alexa Gifford

STAFF

Valerie Knoblauch
Carol Hicks
Jake Banas

Welcome - Chairperson Mike Kauffman called the meeting to order at 8:02 a.m.

Official Business – Dan Marshall made the *motion to approve the minutes of the October 4, 2017 Annual Meeting. The motion was seconded by David Linger.* All present voted in favor of the motion and the motion passed. Frank Riccio made the *motion to approve the minutes of the October 4, 2017 Regular Meeting. The motion was seconded by Audrey Carrier.* All present voted in favor of the motion and the motion passed.

Budget Presentation. Valerie reviewed the timeline of the budget process with Ontario County, PARIS, and the Board of Directors. She reminded everyone that a budget is a guideline, that can be revisited and amended and is somewhat fluid. She had conferred with Mary Gates, Ontario County Director of Finance, regarding separation of capital expenditures and the development of a Capital Project Budget. Valerie has provided both budgets/plans here.

Valerie then reviewed the second draft of the budget – focusing on the revenue lines. She noted that this budget reflects the appropriate calculated amount to retain in the Emergency Operating Reserve account, which is 67 – 75% of annual operating and payroll expenses, based on policy. This account currently has approximately \$352,000 and therefore, with board approval, \$22,692 can be transferred from this account.

The second area that was changed from the original draft budget is the Capital Reserve account. The four capital expenditures for 2017 were paid from our operating account and not the Capital Reserve account. The board can approve moving the money from the Capital Reserve account to the operating account.

Moving forward, two separate budgets need to be approved by the board: an Operating Budget and a Capital Budget.

Valerie recommended that the Finance/Audit Committee meet with Jackie Lee, Mengel Metzger Barr auditor or Mary Gates and learn the process of transferring funds from the reserve accounts to the operating accounts and vice versa.

Discussion ensued about the Gateway project and the budgeted \$100,000. Questions evolved around the unspent budget from last year in this category and where is that money. This goes to “cash” at the end of the fiscal year and can be re-appropriated to new projects or held in a general fund. The amount of “cash on hand” for the 2016-2017 fiscal year will be indicated in the audit presentation in December.

Dan Marshall asked Valerie if Mary Gates, Ontario County Director of Finance, had reviewed this new draft budget and was in agreement with it. Valerie indicated that she was present and concurred at the last PEQ meeting. Further discussion followed and it was agreed that Valerie would set up something to “learn more” and to aim towards our December meeting with more specific numbers and a knowledge of how to adjust it. Russ Kenyon made the *motion to approve the budget for fiscal year 2017-2018, as presented. The motion was seconded by Dan Marshall.* All present voted in favor of the motion and the motion passed.

The Capital Budget/Capital Plan was presented as an fyi, first look and would be approved at the December meeting.

Valerie reported on the Community Bank inactivity fee and she has had the fee removed. After researching banks in Ontario County, Valerie recommended that we transfer \$100,000 from Community Bank to Lyons National Bank to reach the proper FDIC insured levels at Community Bank. Mike Roeder made the *motion to transfer \$100,000 from Community Bank to Lyons National Bank. This would still be retained as an Emergency Operating Reserve amount, even though it is in two different banks. The motion was seconded by John Brahm.* All present voted in favor of the motion and the motion passed.

Valerie presented the revised 2018 calendar of meetings. Russ Kenyon made the *motion to approve the 2018 board of directors’ calendar of meetings. The motion was seconded by Dan Marshall.* All present voted in favor of the motion and the motion passed.

Nominating Committee – Audrey Carrier presented for the Nominating Committee. She acknowledged the 2017 – 2018 committee members as appointed by Mike Kauffman: Audrey Carrier, Chair; Suzanne Farley; Alexa Gifford; Mike Roeder. Audrey read Donna Yudin’s letter of resignation from the board, acknowledged and thanked her for her service on the board. Audrey reported that the committee needs to meet and review the bylaws regarding ex-officio membership, as a leftover item from the December 2016 board meeting.

9:12 am – Board member Russ Kenyon left the meeting.

Visitors Services – Jake presented the feedback from the Gateway Project Taskforce, which met on October 12, 2017. John Brahm made the *motion to authorize Valerie Knoblauch to enter into agreements for the proposals with the organizations, within the parameters determined by the taskforce, and move the Gateway Project forward. The motion was seconded by Suzanne Farley.* All present voted in favor of the motion and the motion passed.

President’s Report – Valerie presented to the Ontario County Board of Supervisors at the Economic Development summit. The Office of Economic Development has asked Finger Lakes Visitors Connection to help in a promotional effort on presenting Ontario County as a great place to live. One step in this ties in to our other initiatives and we are beginning to plan it. FLVC will hold a “summit” of millennial entrepreneurs – and include FLVC’s very own millennials. This group will be at the core of a program with Ontario County to encourage people to move here, work here and play here.

Old Business – No old business came before the board.

New Business – No new business came before the board.

Adjourn – *John Brahm made a motion to adjourn the meeting, seconded by Bob Bennett. All present voted in favor of the motion.* Mike Kauffman adjourned the meeting at 9:25 a.m.

Next Meeting – Thursday, December 6, 2017 – Smith Opera House, Audit report. 3:00 p.m.

Minutes submitted by Carol Hicks