

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting
Wednesday, January 23, 2019 – 1:30 p.m.
Wood Library, 134 N. Main Street, Canandaigua, NY

Present

Bob Bennett
Lenore Friend
Meg Joseph
David Hutchings
Carl Carlson
Frank Riccio
Dan Marshall
Mark Gilbride

Excused

John Brahm
Suzanne Farley
Mike Kauffman
Russ Kenyon
Steve Laros
Sheryl Mordini
Mike Roeder

Guests

Amanda Mulno, HR One

Staff

Valerie Knoblauch, by phone.
Christen Smith
David Lee
Melissa Knoblauch
Kendall Knaak

Welcome – Member Dan Marshall called the meeting to order at 1:35 p.m.

Sexual Harassment Law Presentation – Amanda Mulno

Christen introduced Amanda Mulno from HR One who outlined the New York State Sexual Harassment Law. Starting October 9, 2018, all employers must provide a sexual harassment prevention policy to its employees. This training is also required on an annual basis. After the presentation, Amanda answered a number of questions from the group. Those in attendance included Meg Joseph, Dan Marshall, David Hutchings, Carl Carlson, Frank Riccio and Mark Gilbride, as well as FLVC staff.

Amanda Mulno, Melissa Knoblauch and Kendall Knaak left the meeting at 2:05 p.m. Bob Bennett and Lenore Friend joined the meeting at 2:05 p.m.

Christen shared that board member, Suzanne Farley, recently had knee surgery and was home recovering. The FLVC team sent her a get-well card on behalf of the group.

Executive Committee – Mike Kaufmann

On behalf of Mike Kaufmann, Christen handed a copy of the 2019 meeting calendar to each member, noting it was fairly accurate with only a few outstanding details. Christen noted that the Executive Committee suggested the April meeting be cancelled because of an inability to get the primary speaker. We have requested to reschedule for November. Please double check places and times which are quite varied this year.

Finance / Audit Committee – Bob Bennett

Bob noted that the Finance committee had met in conjunction with the Executive Committee and had reviewed the items for which a motion was needed today. Specifically, he mentioned the updated Simpleview website contract, adding that the board received a cost breakdown in their email. He asked if any board members had questions on the proposed contract. Lenore mentioned that \$3,600 seemed high for the email portion. She endorsed the motion for being up to \$47,600 for the contract, and urged staff to look for a more economical email program. Christen noted David's efforts in negotiating with Simpleview and thanked him for his diligence in securing a fair and reasonable contract.

Bob Bennett requested a motion to authorize the renewal of the Simpleview Inc. contract with fees not to exceed \$47,600 annually for a period from May 5, 2019 through May 4, 2022. Dan Marshall made the motion and Frank Riccio seconded it. All present voted in favor and the motion passed.

Another agenda item for the upcoming finance committee meeting will be to review a proposal to move some of the organization's dollars into higher interest bearing instruments. Dan Marshall asked if there was a policy in place that defines where money can be moved to. Valerie said there is a policy in place on Investments and Deposits that roughly says the board will take a low-risk philosophy and will make low-risk decisions in cooperation with the President.

Bob brought up the Capital Reserve transfer item mentioned under Official Business, and asked about bringing forth a motion. Christen mentioned that such a transfer is a procedural recommendation by the auditors and ensures transparency and approvals in transferring money from the LNB capital reserve into the operating budget to reimburse for approved expenses from the capital reserve. Carl Carlson ask to confirm that this money was going towards capital improvements. The group said yes, along with technology purchases. Bob noted Valerie's memo which outlined all the purchases to be made and reimbursed.

Dan Marshall made a motion to approving a transfer of \$15,359.63 from the Capital Reserve account to the Operating account to pay for the technology and 25 Gorham Street building improvements as outlined in the memo of January 16, 2019. The motion was seconded by Carl Carlson. All present voted in favor and the motion passed.

Nominating Committee

The committee had met and while none of the members was here to give the report, Christen said that Nominating Committee was recommending Lori Proper, long-term employee at the Inn on the Lake in Canandaigua. Currently, the Inn is being rebuilt and there is no GM. Lori is one of two remaining employees until the reopening in 2020. Her bio had been shared with the Board. *Frank Riccio made a motion to nominate Lori Proper to fill the expired term of Alexa Gifford, with Lori Proper's term to expire on September 30, 2021. The motion was seconded by David Hutchings. All present voted in favor of the motion and the motion passed.*

Official Business

Bob Bennett requested a motion on the minutes of the December 12, 2018 meeting. *Lenore Friend made a motion to approve the minutes of the December 12, 2018 Board of Directors meeting. The motion was seconded by Carl Carlson. All present voted in favor and the motion passed.*

Christen mentioned there was one additional item covered in Valerie's capital reserve memo. This was to authorize the sale of the Apple computer monitor. Bob Bennett requested a motion on this project. *Dan Marshall made a motion to authorize Valerie to sell the Apple monitor and remove it from inventory. Meg Joseph seconded the motion.*

Bob asked if the monitor was no longer being used. Christen said that is correct. The question was called and all present voted in favor and the motion passed.

Governance Committee – David Hutchings

David reported that the Governance Committee met over the last month and reviewed some older policies, along with a discussion on social media policy. The committee wants to look at some models from other organizations. The discussion will continue. Christen mentioned the committee would be open to seeing other organization's policies as samples. David suggested asking Amanda Mulno from HR One for samples, as well. He said FLVC is basically a marketing vehicle, and the policy should reflect that.

Strategic Planning – Carl Carlson

Carl reported that the committee will be meeting in the next few months.

Also in the strategic planning vein, David Hutchings noted Steve Powell's upcoming visit, asking if FLVC had a draft of his study yet. Valerie indicated that David Lee had been working on this and had just reviewed and refreshed the timeline with Steve. David Lee indicated the Powell survey would be closing on February 1 – we should see a draft of those results about a month later, just before the March 20th meeting at the Ramada in Geneva. David Hutchings mentioned the *Rochester Business Journal* had done an article on the Canandaigua Chamber about where to stay and meet now that the Inn on the Lake is closed. David Hutchings suggested we send that to Steve. David Lee shared an overview of the goal of the Destination Services project as background for the new board members.

David Hutchings also inquired about Berkeley Young coming to the area in the fall. Valerie discussed a "speed dating" concept Melissa Knoblauch is working on to help the industry solve some of their marketing and development ideas. The industry would be invited to present Berkeley with a marketing problem, and he would provide short snippets of information at a rapid "speed dating" format. His quick mind, knowledge, and experience in our area will make him an ideal host for this. We will also talk with him about an updated strategic plan, as well as get his reaction to Steve Powell's survey results. Berkeley will be in the area several times over the next year because he has been hired by Steuben County. More specifically, he will be in the Finger Lakes on March 1 and Valerie will contact him to catch him up on recent events.

David Hutchings asked if there was any opportunity to go after Market NY money through the CFA process. He said he's been trying to reach out on a small level, but thinks we need to go bigger to make a good presentation and proposal. Maybe there is a way that FLVC can act as the parent agency and engage other county attractions. Valerie agreed and thinks the data we'll get from Steve Powell, combined with our current strategic plan, will be helpful in that regard.

President's Report – Valerie Knoblauch

Valerie encouraged board members to stop by for the winter open house. She is looking forward to the new year and is excited about the upcoming meeting schedule and the content. Valerie is also putting Foundation notes together for the next meeting. She will be working with Meg to accompany her to upcoming foundation visits. Valerie will be bringing the ideas back to the board soon to determine next steps. Her goal is to have at least a conversation before the next meeting on February 6.

Old Business – No new business was brought before the board.

New Business – Meg Joseph mentioned she is in the market for a snow machine for their big February 23rd winter event.

Valerie thanked the board for understanding her request to take some time with her family. She also thanked Christen and David for preparing for and facilitating the meeting.

Adjourn Meeting – Bob Bennett requested a motion to adjourn the meeting. *Frank Riccio made a motion that was seconded by Meg Joseph to adjourn the meeting.* All present voted in favor of the motion and the motion passed. The meeting was adjourned at 2:45 p.m.

Minutes submitted by Christen Smith.

Note: Next meeting is February 6th at 8:00 a.m. at the Homewood Suites in Victor, NY. Focus is on the Visitor Experience Fund (foundation) update and final approvals.