

**Finger Lakes Visitors Connection, Ontario County, NY**  
**Board of Directors Meeting – Thursday, September 12, 2019 – 11:00 AM**  
**Brew and Brats South Bristol NY**

<b>Board Member Attendance:</b>	<b>Present</b>	<b>Excused</b>	<b>Absent</b>
Mike Kauffman, Eastview - Chair of the Board		<b>x</b>	
Bob Bennett, Homewood Suites by Hilton Victor - Vice Chair of the Board	<b>x</b>		
David Hutchings, Sonnenberg Gardens - Board Secretary	<b>x</b>		
Frank Riccio, Cobblestone Creek Country Club - Board Treasurer		<b>x</b>	
Mike Roeder, Ravenwood Golf Immediate Past Chair of the Board			<b>x</b>
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast	<b>x</b>		
Suzanne Farley, Artizann's	<b>x</b>		
Carl Carlson, Cheerful Valley Campgrounds	<b>x</b>		
Steven Laros, Fairfield Inn & Suites Geneva	<b>x</b>		
Lenore Friend, Finger Lakes Community College	<b>x</b>		
Meg Joseph, Ganondagan State Historic Site	<b>x</b>		
Russ Kenyon, Kenyon & Kenyon	<b>x</b>		
Mark Gilbride, Lazy Acre Alpacas	<b>x</b>		
Dan Marshall, Ontario County Board of Supervisors, Town of South Bristol	<b>x</b>		
Lori Proper, The Inn on the Lake (The Lake House at Canandaigua)	<b>x</b>		

**Others in Attendance:**

Guests: Berkeley Young, Young Strategies, Inc.; Karen Kuhl, Cayuga County Office of Tourism.  
Staff: Valerie Knoblauch, Christen Smith, David Lee, Kendall Knaak, Melissa Knoblauch, Julie Maslyn

**Welcome and Call to Order – Bob Bennett, Vice Chair**

After meeting at the County Rd. #12 Scenic Overlook (Carolobarb Park) from 11:00 am to 12:00 pm for a press conference style dedication of the View Finder in memory of John Brahm III, Bob Bennett called the meeting to order at 12:30 pm. Mike Kauffman introduced this event to the audience of over 100 people. See Attachment A for an overview of the event.

Valerie showed pictures of the successful completion of the Naples Kiosks and congratulated Mike Joseph, Director of the Naples Valley Merchants Association. The Executive Committee agreed to provide additional resources to Naples through our Gateway program to cover overages. Additionally, we have been leading an effort at the New York Welcome Center in Geneva to install a map and brochure rack. We are looking to include more displays similar to those at Eastview Mall. Later in the agenda we will be discussing a request from the Geneva BID for kiosks, similar in nature to Naples.

Angela MacAllister from Brew and Brats and the Canandaigua Wine Trail welcomed the group to Brew and Brats. She provided an overview of their endeavors including the unique style of food, as well as the popularity of their events – especially Open-Mic nights.

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**Correspondence Notebook**

Bob mentioned that Julie brought the Board Correspondence Notebook, and noted the numerous articles about the development of the two hotels in Canandaigua. These will be relevant to our discussion on budget and on strategic planning.

**Official Business** - Bob Bennett requested a motion on the official business. *David Hutchings made a motion to approve: the minutes of the June 19, 2019 meeting, The financial reports of June and July Budget vs Actual, the Balance Sheet as of September 11, 2019, The designation as Ontario County's official tourism promotion agency to receive matching funds, and acceptance of the car proposal trade in. Meg Joseph seconded. All present voted in favor.*

**President's Report** – Valerie indicated that she wanted to leave a maximum amount of time to Berkeley Young who is melding together the direction on the Strategic Plan using DestinationNext and a potential direction for Meetings Marketing in follow-up to Steve Powell's Meetings Study, which the board adopted at the last meeting.

**Executive Committee – Vice Chair Bob Bennett**

In the absence of chair, Mike Kauffman, Dan Marshall made a motion to *accept Mike Kauffman's appointments of Lori Proper, Lenore Friend, Dan Marshall, Meg Vanek – Cayuga County Office of Tourism, retired, and Michael Wojcik to the Ad Hoc Visitor Experience Committee – Rubric committee Russ Kenyon seconded the motion and it was passed by all present without discussion.*

*Dan Marshall made a second motion to accept the committee minutes of the Ad Hoc Visitor Experience fund. These minutes carry the recommendations of the committee including: the appointment of a committee to evaluate the proposals, narrows the scope of the proposals to Accessibility, and provides a timeline for awarding, implementing, and reporting on the grants. The motion was seconded by Meg Joseph and passed by all present.*

**Finance/Audit Committee – Bob Bennett**

Valerie expressed the need to keep monies within the thresholds for federally insured funds at our various bank accounts and/or the need for additional bank accounts. *Russ Kenyon moved the Resolution, Carl Carlson seconded the resolution authorizing Valerie to select the appropriate bank accounts and provide a board report upon completion. All present voted in favor. See Attachment A.*

A second item of discussion was the date for closing the Citibank credit card. Valerie request an extension for closing of the Citi Card credit card in order to fully utilize the rewards of the card. Discussion ensued. Steve Laros made a motion *to extend the closing date of the Citibank business credit card beyond September 1, 2019 until such actions can be taken to acquire the associated rewards from the card. Meg Joseph seconded the motion. The motion was passed as is with no further discussion by all present.*

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**Presentations:** Valerie introduced Berkeley Young, who presented on the strategic planning process of DestinationNext. Valerie had called Berkeley because of his past history in developing our strategic plans and his knowledge of our status in Destination Management. He reviewed Destinations International strategic process, addressed questions, and indicated a timeframe and a budget. Therefore, our answers could be compared to other destinations across the country.

Berkeley indicated that it was an 88 question survey answered by all levels of government, engaged citizens, and tourism businesses. Together they determine your strengths and opportunities. Meg asked how they got someone to participate in an 88 page questionnaire. He indicated that they do have a high percentage of returns, but it does require follow-up and encouragement from the Board Members and the team in order to get maximum respondents. Next steps will be for Berkeley to send a proposal that could be approved at the October Board of Directors meeting. Berkeley commented that the survey instrument is a national model.

**Discussion on Meetings and Conference Marketing.** (new market proposal) Valerie provided a segue from the DestinationNext to our more current issue of the meetings and conference marketing. In the face of the opening of two new hotels, as well as improvements in meeting products predicted across the county (from the Ramada Inn to the Trinity Church to other alternative meeting spaces) it is essential that we get into this marketing. We have not been in this marketplace before. Berkeley noted that it's a bit of an emergency because these hotels will need to have business when they open their doors. There will be compression and all properties will benefit alternatively, but you didn't just want current business pushed around to other places. We have an urgent role in this market place. Discussion followed that noted Valerie's suggestion that revenues for this, up to \$150,000 be taken from reserves may be against current policy. Valerie relayed a conversation with the auditors that indicated that the board could establish another special reserve account from our current cash resources if we wanted to make that kind of commitment. Berkeley spoke to the return on investment. He noted that he had done a quick calculation with estimates. This calculation told him that while we need to make this initial investment, when the new properties come online, we should recoup it in additional revenues in the first year, if they function at 60% capacity. More questions and discussion ensued. Ultimately, the board was in favor of receiving a specific proposal, include resource allocation, by the October 2<sup>nd</sup> meeting.

**Nominating Committee Report – Suzanne Farley**

*Suzanne Farley made a motion for recommending the renewal of the following board members for terms through 2022: Russ Kenyon, Sheryl Mordini, Meg Joseph, and Steve Laros. All members have agreed to stay on board. Carl Carlson seconded, and everyone present voted in favor of the motion.*

*Russ Kenyon made a motion to Accept, with great regret the resignation of Suzanne Farley, whose term expires on September 30, 2020. This resignation is effective upon the appointment of her replacement. Dan Marshall seconded the motion and everyone present voted in favor of the motion.*

The board also extends our best wishes for a healthy, prosperous, and fun filled, golf filled retirement.

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**Nominating Committee, continued.**

It was noted that the Nominating Committee still has unfinished business and will need to meet before the October board meeting. Among the items to be tended to are: Finalization of Board Officers, especially a new Board Secretary. They will also need to confirm new directors to replace John Brahm, David Linger, and Suzanne Farley.

**Governance Committee – David Hutchings**

David Hutchings spoke on behalf of the Governance Committee who met in mid-August. He moved on behalf of the committee the following policy, procedures and position papers. See Appendix B for specific language. These will be integrated into the Board Policy Notebook upon approval.

*David made a motion to Accept the Policies and Procedures presented by the Governance Committee; as second offered by Meg Joseph. All present voted in favor of the policy updates.*

- *Position Paper #405 Accessibility for All*
- *Policy # 116 Credit Card*
- *Procedure #502 Credit Card*
- *Policy #120 Whistleblower*
- *Policy # 113 Defense and Indemnification Policy*
- *Policy # 203 Board goalsetting and self-evaluation*
- *Policy #205 Board Training*
- *Position Paper #401 Scenic Vistas and Landscapes, Environmental Conditions and Natural Resources as priorities for the Finger Lakes. (formerly Towers Windmills, and other structure which may interrupt the visual landscape or character of an area.)*

**Marketing Update**

Valerie noted that she had sent out and posted to One Drive the “Top Three Things.” This highlighted the many efforts of the team members.

**Strategic Planning Committee – Carl Carlson**

Carl referred to Berkeley’s presentation and decisions that will be made at the next meeting with regard to the Strategic Planning process as well as the Meetings and Conference Marketing initiative. The committee should meet to develop a plan with Valerie.

Carl also noted that FLVC is conducting other research in cooperation with the cultural institutions. This will identify their economic impact and a bit of a customer profile.

**Partnership Update**

No new report was given. Valerie noted in the “three top things” report the item on Partnership sales.

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**Old Business**

Valerie had reviewed with the Executive and Finance Committees a renewed request from the Geneva BID for the Gateway Program. She was asking the board to approve an extension. *Steve Laros moved and David Hutchings seconded with all voting in favor to authorize the extension of the Gateway program to facilitate the successful completion of a kiosk proposal by the Geneva Business Improvement District. Contingent upon:*

1. *A Successfully executed letter of agreement which details the location of the kiosks and certifies that they will be aligned with the Finger Lakes Visitors Connection Gateway branding and design, as approved by Cindy Harris, Harris Studios.*
2. *Program is successfully completed no later than Friday May 1, 2020*
3. *Program reimbursements not to exceed \$22,000*

Valerie reminded the board that our discussion and options remain open for the consideration of a Tourism Improvement District. This may be brought back to the board through a committee initiative. Similarly, the Occupancy Tax is up for renewal this year. She will review with the Executive Committee the status of the legislation and discussions with the county to see what input we may want to give to those who need to approve it.

**New Business**

No new business came before the board.

**Other**

Valerie noted key dates and encouraged the board members to consider attending. She complimented the team on putting together this productive series of events to meet our constituency needs.

Speed Marketing – September 12, 2:30 p.m. Young Lion followed by Berkeley presentation.

Research Forum – September 13 1:00 p.m. Wood Library, reservation required. Fee.

Tourism Thursday – September 19 4:30-5:30 Star Cider

e-waste disposal – We need all items here by September 17<sup>th</sup>.

**Adjourn** – Bob Bennett requested a motion to adjourn the meeting. *Dan Marshall made a motion that was seconded by Carlson to adjourn the meeting.* All present voted in favor of the motion and the motion passed. The meeting was adjourned at 1:50 p.m.

**Next Meeting – County Municipal Building, Second Floor Conference Room**

October 2 – Annual Meeting 8:00 a.m.

October 2 – Regular meeting 8:30 a.m. Auditor will be present

Respectfully submitted by Julie Maslyn.

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**Appendix A  
Resolution to Secure the Corporation's Funds within FDIC Limits**

Whereas, the Finger Lakes Visitors Connection Board of Directors has fiduciary responsibility for the cash assets of the organization; and

Whereas it is the desire of this board to not exceed the maximum thresholds for federally insured funds, and

Whereas, the board has established reserve limits in policy for Emergency Operating Reserves and Capital and Fixed Asset Reserves, now,

Therefore be it Resolved, that this board directs the President and CEO to establish such bank accounts as may be necessary to secure the corporation's funds with particular attention to the reserve funds and the FDIC limits, and

Be it further resolved that the President and CEO works in conjunction with the Audit and Finance Committee, acting upon the advice of our Audit Firm, to select appropriate bank accounts and provide a report to the full board upon completion of the new balances.

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**Appendix B**  
**Policies, Procedures, and Position Paper Updates**

**Policy #405. Promoting Accessibility for All**

Promoting Accessibility for All. Globally, it is estimated that there are over 1 billion persons with disabilities, as well as more than 2 billion people, such as spouses, children and caregivers of persons with disabilities, representing almost a third of the world's population, are directly affected by disability. While this signifies a huge potential market for travel and tourism, it still remains vastly under-served due to inaccessible travel and tourism facilities and services, as well as discriminatory policies and practices.

What is accessible tourism? Accessible tourism enables all people to participate in and enjoy tourism experiences. More people have access needs, whether or not related to a physical condition. For example, older and less mobile people have access needs, which can become a huge obstacle when traveling or touring. Thus, accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. This includes publicly and privately-owned tourist locations, facilities and services.

Accessible tourism involves a collaborative process among all stakeholders, Governments, international agencies, tour-operators and end-users, including persons with disabilities and their organizations. A successful tourism product requires effective partnerships and cooperation across many sectors.

What are the barriers to travel and tourism for persons with disabilities?

For persons with disabilities, travelling can be a challenge, as finding the information on accessible services, checking luggage on a plane, booking a room to fulfill access needs, often prove to be difficult, costly and time consuming.

Challenges for persons with disabilities may include:

- Untrained professional staff capable of informing and advising about accessibility issues
- Inaccessible booking services and related websites
- Lack of accessible transportation options
- Unavailability of adapted and accessible hotel rooms, restaurants, shops, toilets and public places through access and displays and interpretation
- Inaccessible streets and transport services
- Unavailable information on accessible facilities, services, equipment rentals and tourist attractions

Why is accessible tourism important?

Accessibility is a central element of any responsible and sustainable development policy. It is both a human rights imperative, as well as an exceptional business opportunity. In this context, accessible tourism does not only benefit persons with disabilities, it benefits all of society.

To ensure that accessible tourism is developed in a sustainable manner requires that tourist destinations go beyond ad hoc services to adopting the principle of universal design, ensuring that all persons, regardless of their physical or cognitive needs, are able to use and enjoy the available amenities in an equitable and sustainable manner. This approach foregoes preferential or segregated treatment of differently abled constituents to permitting uninhibited use of facilities and services by all, at any time, to equitable effect.

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The improvements to physical and service infrastructure that come with a focus on accessibility also encourage a more multigenerational focus in development planning. For families with small children, accessible infrastructure – particularly in transportation, city planning and building design – improves the ability of these families to participate in social and cultural activities.

Finger Lakes Visitors Connection is committed to sustainable and equitable development. Product development, education, and policy recommendations will be pursued to achieve a goal of accessibility for all.

Making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers. Improving the accessibility of tourism services increases their quality and their enjoyment for all tourists, as well as improving quality of life in the local communities.

Resources:

<https://www.un.org/development/desa/disabilities/issues/promoting-accessible-tourism-for-all.html>

Source: United Nations – Disability; Dept. of Economic and Social Affairs

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Attachment A.



John French, Sherry Brahm-French, Katie Brahm

**Celebration of John H. Brahm III**  
Thursday, September 12 at 11 a.m.  
County Road 12 Overlook, Carolobarb Park, South Bristol



Valerie Knoblauch



Mike Kauffman: "John was very special – he was a tremendous man. Very humble, very decent. He was a true gentleman and I certainly miss him."

Dan Marshall: "I've known the Brahm family for more than 40 years. My son tells the stories of putting raspberries in raspberry vinaigrette. They would come home with purple hands!"



Berkeley Young: "I think it's so significant to dedicate a viewfinder to John because he was always looking for a better view."

Valerie Knoblauch: "Every time you come here and look through the viewfinder, you'll remember one of our superheroes of tourism."



John French: "Watching the Arbor Hill family grow has been extremely rewarding and watching a young man change his career path to step into some extremely large shoes has been nothing short of astounding."

Russ Kenyon: "Every time I have a glass of wine, I think of John."



**September 12, 2019 • Over 100 Family and Friends • 125 Glasses of Traminette Poured  
58 Chilly Degrees, then the Sun Came Out • 15 Town of South Bristol Highway Guys  
Loads of Laughs • Tons of Memories Shared • A Few Tears Shed**

*The robust, heavy-duty viewfinder has a 360° rotation of viewing head, 20-times power binocular waterproof optics and is non-coin based. The device magnifies objects seen through its lenses, allowing users to see farther and more clearly than they could with the naked eye or with less powerful viewing devices.*

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**Attachment B.**  
**Top Three Things – President’s Report**  
**9/10/19**

The team has been really, really hard at work with all the programming and the servicing of our constituency! My hats off to them. Trust me, there is so much more, but I asked them to narrow the scope.

**Kendall.**

- Website Audit. Completed website update of the top 50 pages (in traffic) on VisitFingerLakes.com, according to Google Analytics.
- Partnership Emails. Began in the summer sending emails every other Thursday to the industry with 4 pieces of “must-know” information.
- Barcelona Principles for Scoring. Updated the Barcelona principles to reflect FLVC’s goals as outlined in the 2016-2020 Strategic Plan to more effectively show the impact of our media wins, and better sort them when providing updates to the team & board. This is under the supervision of Christen and the marketing program.

**Christen**

- I’m thrilled with some exceptional partnerships have been created over the past few months, and that I’ve been able to generate some wonderful press for them (ie, Ontario County Fair, Canandaigua Lake Water Trail, Quilt Trail), including television coverage and print coverage.
- I helped pitch the concept of Mountain Horse Farm’s “cow cuddling” which resulted in a New York Times story in July. I also submitted content to Travel + Leisure magazine, resulting in a online video to be release soon featuring Grimes Glen and Monica’s Pies.
- Have transitioned into a direct leadership role with the Roc/FLX Craft Beverage Trail. Growing members, planning joint marketing initiatives, and organizational management.

**Melissa**

- Wizard of Clay & CLWT videos
- Speed Networking (happening the day of the meeting)
- Belhurst, BVT, FLGRT, Lincoln Hill Farms Partnerships. \$8,000 in partnerships

**David**

- Completed ADA Plan for VisitFingerLakes.com. Assigned team members to implement the plan.
- FLVC Cultural Attractions Research Study. Obtained 10 attractions, developed and issued survey in cooperation with Steve Powell, Destination Services.
- Empire Access/IT Plan. Completed plan for transition FLVC to Empire Access for Telecom services. With the switch to Empire Access, will see an overall cost savings and improvements to connectivity.

**Julie**

- Coordination of souvenir items within the office space, so that inventories and access are more efficient.
- Worked with Linda and Valerie for the audit and to ensure that all payments, record keeping is up to standards.
- Participated in committees to understand their functioning and to position us in the future for effectiveness.

**Other**

- Finger Lakes Welcome Center Map. Naples Valley Merchants Association Kiosks installed. Plan received and negotiated with the Geneva BID for three downtown kiosks.
- Driveway Completed. Next is to finish the gutters on the west and north side of the building.

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**Policy #116 – Credit Card (reviewed by Finance/Audit Committee)**  
**Procedures # 502 Credit Card (reviewed by Management)**

116. Company Credit Cards

The Company shall issue a company credit card where the nature of an employee's job requires such use. Company credit cards may only be used for business expenses and may not be used for expenses of a personal nature. Credit cards are issued at the discretion of the President.

Company credit cards are to be used for appropriate purposes and adequate controls are established for day-to-day use. The Company Credit Cards policy applies to all employees who maintain a credit card for company use.

The President shall maintain rules and regulations and procedures governing the use of the issued cards. Individuals who are issued cards shall sign an agreement regarding use of the credit card. In the case of the President, such approvals shall be received through a member of the Executive Committee, or such member as may be designated by the Board of Directors.

The Company reserves the right to withdraw any company issued credit card immediately and without cause.

Individuals holding Company Credit Cards are responsible for:

- Using the cards only for their intended purpose
- Retaining receipts and providing explanations for all company credit card transactions
- Obtaining authorization and back-up for approved credit card invoices

The President or her designee is responsible for:

- Limiting the use of company credit cards to those employees who require a card for company business; identifying and requesting any credit or transaction-level limits required for individual cards
- Reviewing and authorizing credit card invoices used by employees on a timely basis to avoid late payment charges; ensuring that all credit card transactions are properly authorized

Processing payments for credit card invoices on a timely basis to avoid late payment charges

Date: October 17, 2012

Updated: September 12, 2019

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**Procedure 502. Procedures for Credit Card Spending (see Policy 116)**

**Credit Card Authorization**

The President or her designee shall maintain records of issued credit cards, the limits and intended uses of those credit cards, and employee's signed agreements. Annually, and generally in conjunction with the employee yearly review, credit card authority and use will be reviewed with the individual cardholders to ensure compliance and understanding.

All policies of the organization apply to credit card purchases and reporting, including, but not limited to Procurement Procedures Policy and Ethics Policies.

**Use of Credit Cards**

- Credit cards are to be used for company requirements only.
- Employee cardholders must retain initial receipts and note the purpose of the expense on the back of each receipt. When expenses relate to a particular event, all transactions must be presented together in an expense report format.
- Employees may be held accountable for taxes on credit card purchases when they could have been made with tax exempt status.
- Use of company credit cards for expenses of a personal nature may result in disciplinary action up to and including dismissal. It may result in the expenses being deducted from the employee's paycheck.
- When an employee is on the road entertaining clients, the line between business purposes and personal use can be blurred. Each use of a company credit card should be preapproved by the company. For variable charges such as entertaining clients, a protocol should be adopted that outlines and defines acceptable forms of entertainment. The employee shall request a predetermined limit on how much the company will pay for when it comes to charges on the company credit card. Charges over the predetermined amount will be the responsibility of the cardholder, and use of the credit card in any unapproved forms of entertainment shall result in termination.
- Employees are discouraged from using the credit card for purchases when a direct payment may be made for the purchase. This may require the employee to request direct billing, an advance for a purchase, or the like.
- It is generally discouraged to have credit card transactions under \$25, unless part of a trip expense report.
- Employees are not permitted to make any online purchases using the issued corporate credit card without specific authorization, due to internet security concerns.

**Credit Card Invoicing, Authorization and Payment**

- The employee shall submit the corresponding receipts along with an expense report (Credit Card Expense Report) within one week of the conclusion of the business trip and/or incurring the expense.
- Charges for items where the receipt has been misplaced must be explained and receive written authorization for the specific charge and indicate "receipt missing" beside it.
- The President shall annually establish an upper limit for each individual's monthly credit card expenses and include this in the credit card report to the board.
- For the President's issued credit card, approval shall be done by another authorized signer for the company.

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**DEFINITIONS**

**“General Credit Card”** means a credit card that can be used at multiple establishments, such as VISA, American Express, or MasterCard.

**“Supplier Specific Credit Card”** means a credit card that can be used only with a specific supplier, such as a gas company or an office supply company.

**“Credit limit”** means the total amount that may be charged to the credit card before transactions are refused by the credit card company.

**“Transaction-level limit”** means the total value of any individual transaction, or the type of transaction, that may be charged to the card. For example, some gas companies will allow for “gas only” cards, which deny credit for other miscellaneous purchases at the gas station.

Date: October 17, 2012

Updated: September 12, 2019

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**120. Whistleblower Policy**

This Whistleblower Policy of Finger Lakes Visitors Connection (“Organization”):

(1) encourages staff and volunteers to come forward with credible information on illegal practices or serious violations of adopted policies of the Organization; (2) specifies that the Organization will protect the person from retaliation; and (3) identifies where such information can be reported.

- 1. Encouragement of reporting.** The Organization encourages complaints, reports or inquiries about illegal practices or serious violations of the Organization’s policies, including illegal or improper conduct by the Organization itself, by its leadership, or by others on its behalf. Appropriate subjects to raise under this policy would include financial improprieties, accounting or audit matters, ethical violations, or other similar illegal or improper practices or policies. Other subjects on which the Organization has existing complaint mechanisms should be addressed under those mechanisms, such as raising matters of alleged discrimination or harassment via the Organization’s human resources channels, unless those channels are themselves implicated in the wrongdoing. This policy is not intended to provide a means of appeal from outcomes in those other mechanisms.
- 2. Protection from retaliation.**
  - a.** The Organization prohibits retaliation by or on behalf of the Organization against staff or volunteers for making good faith complaints, reports or inquiries under this policy or for participating in a review or investigation under this policy. This protection extends to those whose allegations are made in good faith but prove to be mistaken. The Organization reserves the right to discipline people who make bad faith, knowingly false, or vexatious complaints, report or inquiries or who otherwise abuse this policy.
  - b.** The organization shall not fire, discharge, demote, suspend, threaten, harass, or discriminate against an employee because of the employee’s role as a whistleblower, insofar as the actions taken by the employee are legal.
- 3. Where to report.** Complaints, reports or inquiries may be made under this policy on a confidential or anonymous basis. They should describe in detail the specific facts demonstrating the bases for the complaints, reports or inquiries. They should be directed to the Organization’s chief employed executive or Chairperson of the Board of Directors; if both of those persons are implicated in the complaint, report or inquiry, it should be directed to the Vice Chairperson of the Board of Directors. The Organization will conduct a prompt, discreet, and objective review or investigation. Staff or volunteers must recognize that the Organization may be unable to fully evaluate a vague or general complaint, report or inquiry that is made anonymously, nor report the result to the initiating volunteer or staff.

Date: April 29, 2009

Updated: September 12, 2019

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**113. Defense and Indemnification Policy**

Ontario County Four Seasons Local Development Corporation shall indemnify each member, each Director, each officer, and, to the extent authorized by the Board of Directors, each other person authorized to act for the Corporation or on its behalf, to the full extent to which indemnification is permitted under the Not-For-Profit Corporation Law.

Date: January 27, 2010

Updated: September 12, 2019

**203. Board goalsetting and self-evaluation**

The board shall annually develop its organizational goals and report those and the results through the PARIS reporting system.

Date: December 6, 2017

Updated: September 12, 2019

**204. Employee Handbook**

The board shall maintain an Employee Handbook which is reflective of current law and practice in Human Resources.

Date: December 6, 2017

Updated: September 12, 2019

**205. Board Training**

Board members shall participate within the first year of their appointment to the training required by the Public Authorities Accountability Act. Finger Lakes Visitors Connection staff will maintain records of the successful completion of the training.

Date: December 6, 2017

Updated: September 12, 2019

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**401. Scenic Vistas and Landscapes, Environmental Conditions, and Natural Resources as Priorities for the Finger Lakes**

Whereas, the Finger Lakes Visitors Connection has conducted several strategic studies which evaluate the marketing opportunities – including the strengths, weaknesses, opportunities, threats, and trends for Ontario County, and

Whereas, these studies have consistently noted that the scenic landscapes, vista and environmental conditions and natural landscapes are among the great assets; marketing advantages and opportunities for our county, and

Whereas, this setting and our views are critical components to a successful tourism marketing plan, and

Whereas, the environmental health and protection of our natural resources are critical components to the integrity and sustainability of our tourism industry,

Whereas, these characteristics need to be maintained to attract visitors to spend weekends, and extend their vacations in this area, and revenue from related tourism spending enhances the sales tax revenue, property tax revenue and job creation, and

Whereas, these same vistas and natural resources are potentially impacted by development proposals which may interrupt the views or the character of a certain area of our county, while at the same time having other economic benefits to the area,

Whereas, in general, we do not support development which would change the character of an area or disrupts the integrity of the environment or our natural resources, and

Whereas, we recognize that there may be special circumstances and that these matters are handled by local zoning laws and input, but believe it is our responsibility to uphold the principles and product of tourism as outlined in our strategic proposals,

Now therefore, be it resolved that when it is brought to the attention of Finger Lakes Visitors Connection that a development proposal may be contrary to the goals as stated above and may detract or degrade from the character of an area or the scenic vistas, landscapes, environmental conditions or natural resources of that area that the President and CEO proactively shares this philosophy and seeks input and provides education to the local government officials.

April 2005; (Towers, windmills, and other structures which may interrupt the visual landscape or character of an area.)

Updated and Renamed: September 12, 2019