

**A Finger Lakes Visitors Connection, Ontario County, NY  
Board of Directors Meeting – Wednesday, October 2, 2019 – 8:00 a.m.  
Ontario County Municipal Building  
Canandaigua, NY 14424**

**ANNUAL MEETING**

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

**Others in Attendance:**

Guests: Jackie Lee, Caitlin Langmead; Mengel Metzger Barr

Staff: Valerie Knoblauch, Christen Smith, David Lee, Kendall Knaak, Melissa Knoblauch, Julie Maslyn

**Call to Order, Welcome and Introductions** – Mike Kauffman called the meeting to order at 8:05 a.m. Introductions were made around the room. Valerie noted that today there will be two meetings – the annual meeting, followed by the regular board meeting.

**Presentation by Mengel Metzger Barr** – Caitlin Langmead and Jackie Lee, gave a brief overlook of the plan for the audit of the financial statements of Ontario County Four Seasons Local Development Corp. The reviewed upcoming changes in the audit requirements and future changes. They asked the board at the conclusion of their presentation if they would like an executive session to discuss any items of concerns surrounding the upcoming audit. The board chair asked around the room. Noone expressed a concern. Therefore, no executive session was held. Caitlin and Jackie left the meeting at this time.

**Nominating Committee Report** – *David Hutchings moved the following:*

*The nomination of Charles Parkhurst, Lyons National Bank, to fill the unexpired term of John Brahm;  
The nomination of Krista Johns-Calabrese, Ramada Geneva, to fill the expired term of David Linger;  
To renew the term of Frank Riccio, Cobblestone Creek, for three years, expiring September 30, 2022 Bob Bennett seconded the motion, all present voted in favor of the motion.*

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Officers for 2020 FYE. Speaking on behalf of the nominating committee, *David Hutchings moved to approve Bob Bennett as President, David Hutchings as Vice President, Lenore Friend as Secretary, and Steven Laros as Treasurer. Frank Riccio seconded the motion, all present voted in favor of the motion.*

Valerie reported that we would wait for a future meeting to recognize Mike Kauffman's time as our Chair, as well as recognize Suzanne Farley for her years with the board. She indicated that the nominating committee needs to stay active a bit longer to find Suzanne's replacement.

**Bob Bennett took over the Chair at this time.**

**Audit/Finance Committee – Mike Kaufman made the following motion:**

*To approve the 2020 budget as presented with \$1,125,686 in revenues and \$1,275,686 in expenses, including the meetings and conference initiative. Seconded by David Hutchings, all present voted in favor of the motion. See Appendix A and posting on one drive. This budget must be presented to the Planning and Environmental Quality Committee at their early November meeting.*

*To enter into a contract with Ontario County for the calendar year 2020 in the amount of \$992,085. Seconded by Carl Carlson, all present voted in favor of the motion.*

*To accept the credit card report as presented by Valerie as of 9/30/2019.*

*Seconded by Frank Riccio. All present voted in favor of the motion*

**Annual Official Business – Financial**

*Frank Riccio made the following motion:*

*To authorize the President and CEO to maintain the following depositories, with the goal of no account exceeding the FDIC limits:*

- a) Canandaigua National Bank – Checking (operating)*
- b) Canandaigua National Bank – Savings (for transfer)*
- c) Bank of the Finger Lakes – Savings (to be opened)*
- d) Key Bank – NYS Matching Funds (to be opened)*
- e) Five Star Bank – Multi-County Cooperative Marketing Account & Secondary Operating Account*
- f) Community Bank – Emergency Operating Reserve Account*
- g) Lyons National Bank – Capital and Fixed Assets Account*
- h) Capital One Business Card – credit card*
- i) Line of Credit – Five Star Bank - \$75,000 revolving loan*

*Seconded by Mark Gilbride. All present voted in favor of the motion*

**Confirmation of Official Media Outlets**

*Frank Riccio made the following motion: To confirm the media outlets of Daily Messenger, Finger Lakes Time; as well as the postings on [visitfingerlakes.com/partners](http://visitfingerlakes.com/partners).*

*Seconded by Carl Carlson. All present voted in favor of the motion*

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**Executive Committee – Chairperson**

Mention was made of the upcoming calendar. Valerie indicated that she wanted to know if the board wanted to move around to see some of the meeting facilities. It was confirmed that they wanted to. A calendar had been sent to them for review and input.

*Lenore Friend made the following motions:*

*To adopt the calendar of board meetings for FYE 2020*

*Seconded by Sheryl Mordini. All present voted in favor of the motion*

*To adopt the recommendations of the Chair for committee appointments for FYE2020*

*Seconded by Mike Kauffman. All present voted in favor of the motion*

**Governance Committee – David Hutchings made the following motion:**

*To accept the Policies and Procedures presented by the Governance Committee as follows:*

*#121 Anti-Harassment*

*#118 Loans to Board members*

Discussion entailed a reminder by Valerie that these policies are in the board policy manual which was updated after the last board of directors meeting and republished to OneDrive. There are no changes recommended.

*Seconded by Lenore Friend. All present voted in favor of the motion*

*To adopt the performance goals of the Corporation as discussed*

*Seconded by Sheryl Mordini. All present voted in favor of the motion.*

Self-evaluation forms were uploaded to OneDrive, as well as being distributed at the meeting.

Board members can fill out forms and turn in now, send them back via email or bring finished forms to next meeting.

**Strategic Planning Committee** - Report deferred to regular meeting

**Old Business** – No old business was brought before the board

**New Business** – No new business was brought before the board

**Adjourn Annual Meeting** – *Bob asked for a motion to Adjourn the meeting, Frank Riccio moved the motion. All voted in favor, the meeting was adjourned at 9:01am*

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**Appendix A (3 pages)  
Budget 2020**

	Budget	M & C Budget
	Oct '19 - Sep 20	Start-up year
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
41000 · Government Contracts	992,085.00	
42000 · Grants		
42100 · NYS Matching Funds	67,601.00	
42200 · Other Grants	<u>1,000.00</u>	
<b>Total 42000 · Grants</b>		
43000 · Private Sector		
43050 · Program Revenue	45,390.00	
43075 · InKind, Donated Services	<u>18,000.00</u>	0
<b>Total 43000 · Private Sector</b>		
44000 · Interest Income	1,500.00	
45000 · Miscellaneous Income	<u>110.00</u>	
<b>Total Income</b>	1,125,686.00	
<b>Expense</b>		
50000 · Marketing, Sales, Promotions		
51100 · Advertising and Promotion		
*        51150 · Social Mktg. Adv. Promotions	26,900.00	5000
*        51160 · Paid advertising	8,700.00	5000
<b>Total 51100 · Advertising and Promotion</b>		
*    51200 · Brochures, Collateral, Flyers	49,725.00	7000
51300 · Mailing, Info Centers, Distrib.		
51325 · Fulfillment - MF	15,000.00	1000
*        51350 · 800# - Matching Funds	525.00	
*        51375 · Info Centers Expenses	3,500.00	
*        51300 · Mailing, Info Centers, Distrib. - Other	<u>0.00</u>	
<b>Total 51300 · Mailing, Info Centers, Distrib.</b>		
51400 · Shows/Info Centers		
*        51450 · Displays and Giveaways	9,000.00	10000
*        51475 · Trade Show Expenses	<u>12,000.00</u>	7000
<b>Total 51400 · Shows/Info Centers</b>		
51500 · Website		
*        51590 · Microsites - Landing Pages	750.00	
*        51520 · Website Maintenance & Support	7,000.00	1000
*        51525 · CRM Costs	6,000.00	

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*	51550 · CMS - Content Management System	31,000.00	0
	51575 · SEO/SEM Costs	<u>5,000.00</u>	0
	<b>Total 51500 · Website</b>		
*	51750 · Photo/Video/AV	20,000.00	
*	51800 · Research, Reports	7,200.00	5000
	<b>51900 · Brand - Strategy, Design, Comm.</b>		
*	51910 · Press Release, updates reports	2,000.00	
*	51925 · Email Marketing Fees	2,600.00	3000
*	51940 · Design, brand engagement	55,000.00	6000
*	51950 · Content Devel. and Mgmt.	40,800.00	
*	51975 · Media, Trade, VIP Hosting	5,000.00	5000
*	51900 · Brand - Strategy, Design, Comm. - Other	<u>0.00</u>	7000
	<b>Total 51900 · Brand - Strategy, Design, Comm.</b>		
	52000 · Partnership Dev. & Industry	0.00	
	52100 - Program and Sales	5,000.00	
	52200 - Workforce Engagement/Training	24,500.00	1000
	<b>53000 · Cooperative Marketing</b>		
	53100 · Regional Transfer MF	25,000.00	
	53200 · Regional Coop - Non-MF	10,000.00	
	53300 · NYS Cooperative Opp. Fund	15,000.00	
	53400 · Niche Markets - Coops	<u>11,000.00</u>	5000
	<b>Total 53000 · Cooperative Marketing</b>		
	<b>54000 · Visitor Services and Supplies</b>		
	54100 · Supplies and Promotional Items	5,000.00	7000
	54200 · Gateways	3,750.00	
	54000 · Visitor Services and Supplies - Other	<u>0.00</u>	
	<b>Total 54000 · Visitor Services and Supplies</b>		
	<b>55000 · Staff Payroll</b>		
	55001 · Marketing and Sales Staff	304,000.00	65000
*	55020 · Interns and Casual Labor	<u>1,300.00</u>	0
	<b>Total 55000 · Staff Payroll</b>		
*	55050 · Contractors for Projects	1,500.00	2000
	56100 · Professional Development	16,000.00	
*	56200 · Dues, Books, Subscriptions	7,735.00	4000
*	56300 · Loc. Mtgs & Site Visits	5,220.00	2500
*	57000 · Brand Develop. Strategic Plan	21,200.00	
	58000 · Economic Dev. / Product Dev..	28,000.00	
	59000 · InKind Expense	18,000.00	0
*	59999 · Other Marketing Expense - Misc.	600.00	500
*	61000 · Technology/Information Systems	<u>17,000.00</u>	0
	<b>Total 50000 · Marketing, Sales, Promotions</b>		
	<b>62000 · Operations/Admin. General</b>		
*	62050 · Automobile Expense	5,000.00	

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*	62100 · Bank Service Charges	310.00	
*	62200 · Furnishings and Equipment	1,200.00	
*	62225 · Hosting and Meeting Expenses	6,000.00	
*	62300 · Insurance Expense	11,000.00	
*	62400 · Office Supplies/Stationery	6,000.00	
*	62500 · Professional Services	22,500.00	
*	62600 · Repairs and Maintenance	12,000.00	
*	62700 · Taxes	9,000.00	
*	62800 · Telephone , Postage, Email	9,250.00	
*	62900 · Utilities	8,000.00	
*	62950 · Depreciation Expense	45,600.00	
*	62999 · Misc. and Reserve Additions	721.00	
	62000 · Operations/Admin. General - Other	<u>0.00</u>	
	<b>Total 62000 · Operations/Admin. General</b>		
	<b>66000 · Payroll Expenses</b>		
*	66001 · Gross pay operations	70,000.00	0
*	66002 · Employer Payroll Taxes	28,900.00	3000
*	66003 · Benefits	32,000.00	3000
*	66004 · Employee Retirement	15,400.00	
*	66005 · Payroll Processing Fees	6,300.00	
*	66006 · HSA Contributions	9,000.00	
	66000 · Payroll Expenses - Other	<u>0.00</u>	<u>0</u>
	<b>Total 66000 · Payroll Expenses</b>		
	<b>Total Expense</b>	<u>1,125,686.00</u>	<u>150,000.00</u>