

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, October 2, 2019
Immediately following the Annual Meeting
Ontario County Municipal Building, Second Floor
Canandaigua, NY 14424

Regular 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		

In Attendance:

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

Call to Order – Bob Bennett started the Regular October meeting at 9:02 a.m.; maintaining the quorum from the annual meeting.

Official Business – *Carl Carlson made a motion to move accept the minutes of the September 12, meeting and the Financial Reports; the August 2019 budget to actual, the balance sheet as of 9/20/2019, cash resource report, and to accept the grant of \$67,601 in NYS Matching Funds. David Hutchings seconded the motion, all present voted in favor of the motion.*

President's Report – Valerie spoke about the Ad Hoc Visitor Experience Fund, presented the application, and asked for feedback. Confirmation of the timeline of events to come – workshops, application date (November 19th), notification of those being selected (December 19th), and a PR event in conjunction with January Board Meeting. The Board agreed with the appointment of the members of the selection committee: Peter Brown or Mike Wojcik depending on their availability - both represent the County, Ed Sayles – Merry Go Round Theatre and ARC of Cayuga County, Krista Johns, Mike Roeder, Sheryl Mordini, all from the Finger Lakes Visitors Connection Board.

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Executive Committee – there was no additional report from the Executive Committee

Governance Committee

Bob would like to task the committee with a review of the bylaws to see if we can integrate electronic voting. The new Governance Committee is Meg Joseph (chair), Mark Gilbride, Dan Marshall, Charles Parkhurst.

Strategic Plan Committee – The board had received the 2019 and 2020 Action Items for review. Valerie directed them to the report written by Christen and David discussing one of the 2020 action items, which was to update the website. The rationale to not provide a major update was based on the work that the team had done to provide ongoing updates. The board agreed with this. Looking ahead, 2020 would be focused on the new product that we have coming on and the sales initiatives in the market, the beginning of a strategic initiative, and the launch of the Visitor Experience Fund. Young Strategies proposal would be available for consideration at a future meeting. Valerie had provided a report on the activities of the staff.

Old Business - Valerie is working with Mary Krause to provide Finger Lakes Visitors Connection Board input in the Occupancy Tax renewal is this year.

New Business – There was no new business.

Adjourn – Sheryl Mordini made a motion to adjourn the meeting, Lenore Friend seconded the motion, all present voted yes, meeting was adjourned at 9:25 a.m.

Next Meeting,
November 6th at 8:00 a.m. at the NY Kitchen. Presenting – Senator Mike Nozzolio on behalf of Locate Finger Lakes.