

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield’s Restaurant, Clifton Springs, NY

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		
Steve Fuller, Bristol Mountain	X		
Carl Carlson, Cheerful Valley Campgrounds		X	
Frank Riccio, Cobblestone Creek Country Club	X		
Meg Joseph, Ganondagan State Historic Site; Friends of Ganondagan		X	
Russ Kenyon, Kenyon & Kenyon		X	
Mark Gilbride, Lazy Acre Alpacas	X		
Dan Marshall, Ontario County Board of Supervisors	X		
Lori Proper, The Lake House at Canandaigua	X		
Krista Johns, 41 Lakefront – a trademark collection by Wyndham	X		
Charles Parkhurst, Lyons National Bank		X	

In Attendance:

Staff: Valerie Knoblauch, David Lee, Julie Maslyn, Tracey Burkey, Melissa Knoblauch

Call to Order – Bob Bennett called the meeting to order at 8:02 a.m. After welcoming new board member, Steve Fuller, and a round robin of self-introductions, he called upon Mike Roeder who reported for the Nominating Committee.

Nominating Committee – Mike Roeder reported that the County approved our resolution of Appreciation for Suzanne Farley in recognition of her service to tourism through our board. He also reported the approval of Steve Fuller, our newest member. Valerie congratulated the 4 members of the board who recently completed their PAAA training: Lori Proper, Charles Parkhurst, Krista Johns, and Steve Fuller. We are 100% compliant.

Official Business –

Lenore Friend moved to approve the minutes of the December 11, 2019 Board of Directors meeting. Mike Kauffman seconded the motion. All present voted in favor of the motion.

Frank Riccio made a motion to accept the revised October and November Financial Statements; and the December Budget vs. Actual Statement, and the Balance Sheet Dated 12/31/19. Mike Roeder seconded the motion. All present voted in favor of the motion.

David Hutchings made a motion to accept the Presidents report – Top Tree Things. Lori Proper seconded the motion. Valerie pointed out a few things that the staff has been working on, including the Visitor Experience Fund public presentation to immediately follow at Main Street Arts. She also pointed out that Kendall has been hard at work helping Tracey with both communications and publications, as well as visitor services. All present voted in favor of the motion.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield's Restaurant, Clifton Springs, NY

Finance/Audit Committee – Steve Laros reported on the discussion at the last Finance Committee meeting, which was attended by Steve Laros and Sheryl Mordini, with guest Rob Solenne from USNY Bank. Rob came to talk about a program that they enroll in which provides a way to handle money over the FDIC limits at the same bank. Valerie went over all the accounts FLVC has, the amounts of money in them, and ideas on how they could be moved around for better access and investment ideas. Upon completion of that overview (Attachment C), *Steve Laros made a motion to accept the financial recommendations as provided in the handout to ensure adequate cash flow, improved investments, and consolidation of accounts, taking into consideration that due to interest bearing accounts the numbers may fluctuate slightly. Frank Riccio seconded the motion. All present voted in favor of the motion.*

Steve Laros made a motion to acknowledge receipt of the cash resource report and the credit card report. Sheryl Mordini seconded the motion. All present voted in favor of the motion.

Executive Committee – No report.

Governance Committee – Valerie pointed out that the Governance Committee reviewed numerous policies. These were driven mostly by date – from 2015 through 2017. The minutes of their last meeting was the basis of review of the policies – sharing the original inception date, the latest update and an indication of whether they were being recommended for change or adoption or other activities. Dan Marshall presented several motions on behalf of the committee after this review.

Dan Marshall moved to approve as updates, without changes for the following policies:

Board Norms and Team Values document

Policy #107 Restrictions on Funding Requests, Community Advertising, Political Advertising and Sponsorships

Policy #108 – Reserves Policy

#110 Joint Venture Policy

#119 Internal Control Policy

#301 – Code of Ethics

#302 Conflict of Interest

Steve Laros seconded the motion. All present voted in favor of the motion.

Dan Marshall moved to accept the following policies with minor changes to be administratively updated by staff and incorporated into our policy handbook.

Policy #109 – Document Retention and Destruction Policy

Procedure #503 – Internal Control Policy

Lori Proper seconded the motion. All present voted in favor of the motion.

Valerie brought up a new policy - Use of Communications Systems. This will be a first reading of the policy, providing time for feedback and potentially future adoption at board meeting. This policy is being recommended by our technology systems company. It affects employees use of FLVC equipment as well as personal equipment (cell phones, etc.) being used on our premises or with our information. This type of policy is becoming more common across companies and should not be unexpected to employees. Board discussion centered around unintentional harm done to communications equipment. It was recommended that training would be a good idea to help avoid scams and phishing attempts on our equipment. Valerie will ensure that gets included as a practice. This will be on the next agenda for approval. Any interim feedback is welcomed.

Bylaws discussion. The governance committee had also reviewed, at the request of the Board chair, the concept of remote participation in our board meetings.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield’s Restaurant, Clifton Springs, NY

Previous committees did not recommend this because they felt that an underpinning of the success of the FLVC Board was their sense of togetherness and comradery, resulting from being together and getting to know one another. However, things have changed – particularly with regard to technology that could facilitate a more personal meeting. Valerie shared Bylaws language which had recently been integrated into the New York State Tourism Industry Association Bylaws. In discussion at our Governance committee level, it was suggested that perhaps it could be an option, but there could be a limit on the number of times that you can utilize a call in, and that it shouldn’t be an expectation that you will always be able to call in. This recommendation is different than the “excused absences” clauses within the bylaws. David was asked about the technological implications. Ultimately, it was suggested that we try it before a bylaw change and see how easy it would be.

A second discussion took place about voting rules – basically with the potential of allowing voting between meetings, should something come up. Again, the NYSTIA language was shared. It was agreed that this could easily be added as an option. A specific suggestion will be made at a future meeting.

Strategic Planning Committee – David Hutchings talked about the proposal to enter into an agreement with Berkeley Young, referring to the plan and structure that was posted to One Drive, but also reminding us of the overview that Berkeley gave us at the September Board meeting. Valerie noted that pending this approval that the 2021 – 2025-ish strategic plan would be in place for the September or October board meeting.

David Hutchings articulated that we should enter into a contract with Berkeley Young, Young Strategies to perform the Destination Next Strategic Planning proposal for up to \$20,000 to include services and travel fees and to be completed by September 30, 2020. Mike Roeder moved the motion; Dan Marshall seconded the motion. All present voted in favor of the motion.

Marketing/Partnership/Visitor Services Report

Tracey reported on SDR (Strategic Database Research) contract, sharing with the board how it works and what the value/ROI can be for us. She indicated that SDR does the “cold calling” and sends us the leads. What she has found is that there is not a shortage of meetings happening; there is plenty of opportunity for a destination our size. We have no market awareness. Working together we can capitalize on those opportunities. Tracey shared the informal system that she is setting up to work with the Sales Managers of the hotel. She indicated that there is value in the other hotels going through or reporting to FLVC in that it allows us to track the leads coming in and shows the value of our investment. We need their partnership. Valerie indicated that it would help show that there is overflow and “wins” for the whole county. More people coming means more rooms filled and overflow. Board members should be our voice to the rest of the county, talking about what we are doing in this market. If they need more information or data, please let us know.

President’s Report

Valerie spoke about the Ad Hoc Visitor Experience Fund next steps, most importantly that there is a public announcement of the winners right after this board meeting.

Rebranding. Valerie provided a PowerPoint overview of the staff’s activities in rebranding. The PowerPoint provided the answer to “why now” and the process that is being pursued. The why now has to do with the sea-change in our product with so many new high end, luxury based products coming in to place – along with existing ones, like Eastview Mall. She continued by indicating that the process will take us from all of our valuable research and partner sharing research to a recognition of the consumer purchasing process. She reminded everyone that branding for a destination is so different than branding for ice cream. She noted a recent article about Perry’s rebranding, reminding everyone that the destination is complex, diverse and multi-layered. It is a challenge. As before, she noted our role in lifestyle development – reminding everyone that, “A great place to visit is an even better place to live.” More to come.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield's Restaurant, Clifton Springs, NY

Occupancy Tax Legislation Update. Valerie invited questions on this as it moves through the process. It is now in the hands of the county to move to the state elected officials.

Old Business

FLVC University. Melissa talked about FLVC University, going over the calendar and the events we have scheduled. It is designed like a course guide, so if you take advantage of the offerings you would be guided through the topics at a pace that makes sense. There will be some fees associated with the courses, because we want people to appreciate the product for its real value. This is where the partnership program shows its value as well. Sessions will be taped, so that we can maintain online access to the entire FLVC-U library at any time. A question was asked about participation levels. Melissa indicated that she'd love to see about 15 for each one, but the focus will not be on capturing the largest audience over the quality of attendees and the value that they can get out of each session.

New Business

Adjourn – Sheryl Mordini made a motion to adjourn the meeting, Krista Johns seconded, and the meeting was adjourned at 9:47 a.m.

Immediately Following – 10:30 a.m.

Visitor Experience Fund Awards Ceremony, Main Street Arts, Clifton Springs, NY

February 14 Event, Digital Accessibility – 5 things to do right now. To be held at New York Kitchen.

Next full board meeting – March 11, 8 am Fort Hill Performing Arts Center, Canandaigua

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield’s Restaurant, Clifton Springs, NY

Attachment A

Supervisor Singer offered the following resolution and moved its adoption:

**RESOLUTION
NO. 25-2020
RESOLUTION OF
APPRECIATION
SUZANNE FARLEY**

WHEREAS, Ms. Suzanne Farley of Artizann’s in Naples, NY, has served faithfully as a member of the Ontario County Four Seasons Local Development Corporation Board of Directors from 2007 through December 11, 2019, including serving as the secretary and officer of the Board from 2009 to 2015; and

WHEREAS, Ms. Farley has brought considerable knowledge and experience to the board through her various volunteer and business positions and experience in retail and festival development, as well as her connections to the Naples and South Bristol communities; and

WHEREAS, Ms. Farley’s expertise and commitment as a small business owner perspective is invaluable and was selflessly shared, resulting in the growth of tourism over the years; now, therefore, be it

RESOLVED, That the Ontario County Board of Supervisors does hereby recognize the experience and many years of hard work and dedication by Ms. Farley to the Ontario County Four Seasons Local Development Corporation, and the Finger Lakes Region; and the tourism and arts community throughout Ontario County; and further

RESOLVED, That the Ontario County Board of Supervisors does hereby extend its sincere thanks and appreciation to Ms. Farley for her service to Ontario County and the tourism industry; and further RESOLVED, That copies of this resolution be sent by the Clerk of this Board to the Chairperson of the Ontario County Four Seasons Local Development Corporation and Ms. Farley.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield's Restaurant, Clifton Springs, NY
Attachment B

President's Report

1/27/20

Here's the biggest activities of the team since the December meeting. Wanted to share!

I asked each team member to highlight the top three activities of the month. Here they are. There are so many more that are meetings and facilitation of information.

Major projects completed: Cultural Study; Occupancy Tax Position; Filing of the forms for 990 and audit.

David

Website Update: Meetings Integrations & Instagram Widget

Transitioned VisitFingerLakes.com to a new Instagram presence called curator.io. The Instagram tool provides the ability for FLVC to leverage the platform for additional "curated" social media feeds, a feature that not available in the previous iteration. This can now be leveraged by our Microsites and Trail Partners. With the cost savings related to that tool, FLVC was able to secure additional Meetings Integrations within the current Simpleview contract to assist in our Meetings Sales initiatives.

ABA Assistance

Assisted with the Ramada Geneva Lakefront for their, 2nd year at American Bus Association. This included profile sheet development and photography resources.

Updated Digital Accessibility Action Plan for 2020

Updated the June 4th, 2019 Digital Accessibility Action Plan with additional information on FLVC's progress. ADA Compliance will be an outcome for the VisitFingerLakes.com website re-design project.

Kendall

Information Requests. Sent out 122 packets of information out to potential visitors in December, up 22% from December 2018.

Welcome Center Project. Submitted final draft of Finger Lakes Welcome Center panel project

2 hour 4 hour itinerary. Working on first draft of 2/4 hour itinerary piece.

Cvent Writing. I completed writing the introduction copy and top local attraction copy, with images, for our new subscription with Cvent.

Meetings Module on our website. I completed writing the copy for our new meetings module we are creating on VisitFingerLakes.com

Meetings Services. I went to Albany with Tracey for our first push of sales calls alerting associations that Ontario County is in the meetings market. We received overwhelming positive feedback, and each stop was interested in bringing a meeting to the county, from 20 people to 22.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, January 29, 2019 – 8:00 a.m.
Warfield's Restaurant, Clifton Springs, NY

Christen

Launched “Where Brave Women Winter,” a joint marketing campaign with Seneca and Cayuga counties.

PR program on **Visitor Experience Fund** and event.

TV Shows. Highlighted two tourism products – ROC/FLX Craft Beverage Trail and Bristol Mountain – on Channel 13's morning show, Good Day Rochester.

Julie

Visitor Experience Fund – details coordinated for winners, etc.

Started another project for an **ARC person**

Finished Paris, and tax prep, budgeting and prepping for committee meetings.

Melissa

Planned and executed a very successful **FLVC holiday party** with over 50 people coming to share in the holiday cheer.

Have on the books a **video shoot for Belhurst** as part of the partnership program

Met with Naples HS and Sonnenberg for very productive meetings that should result in partnerships

Tracey

Implemented prospecting/research contract with **Strategic Data Research (SDR)**, oriented their team on Ontario County and will begin to see qualified leads come our way.

Attended American Bus Association (ABA) Marketplace in Omaha. Participated in NYS Client Breakfast and Dine Around event. Toured the show floor and met with industry partners and potential customers.

Albany market follow up from December sales calls and preparation for February ESSAE Annual Dinner along with sales calls to associations in that area.

