

**Finger Lakes Visitors Connection, Ontario County, NY**  
**Board of Directors Meeting – Wednesday May 6, 2020 – 10:32 a.m.**  
**Zoom Call**

| <b>Board Member Attendance:</b>  | <b>Present</b> | <b>Excused</b> | <b>Absent</b> |
|--|----------------|----------------|---------------|
| 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, Town of South Bristol | 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:**

Guests: (Prior Board Members): Lisa Fitzgerald, Mary Ann Bell, Suzanne Farley  
 Staff: Valerie Knoblauch, Julie Maslyn, David Lee, Melissa Knoblauch, Tracey Burkey, Christen Smith, Kendall Knack

**Call to Order/Announcements** – Bob Bennett called the meeting to order at 10.32 a.m. Valerie introduced the prior board members present and thanked them for joining us.

**Official Business –**

Bob called for a motion to accept the minutes of the March 11<sup>th</sup> board meeting.  
*Sheryl Mordini moved to approve the minutes of the March 11, 2020 Board of Directors meeting. Russ Kenyon seconded the motion. All present voted in favor of the motion.*

**Finance/Audit Committee –**

Valerie acknowledged that February March and April’s budget vs actual were provided. She drew everyone’s attention to the Balance Sheet dated 4/30/20 and 5/5/20 , given the environment we are in. Valerie started with letting everyone know that the County has deposited the first quarter of contract, and there is no indication that anything will change from the county. These are, however, unprecedented times and we don’t know what the future holds.

Valerie noted that we had transferred more money into the Key Bank Matching Funds account. Usually we would have received the state’s share of the funds, but this has not come yet. There is some speculation that this money may not come this year. Valerie is only spending on projects that are planned and committed to, for instance the development of the Visitors Guide, the strategic planning and research process, videos, and content development through Dixon Schwabl as has been in the past.

Lyons National Bank has facilitated our application for the Paycheck Protection Program (PPP) which we were approved for in the amount of \$95,995. This can cover payroll, operations, utilities, insurances.

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**After discussion and questions were answered, Sheryl Mordini offered a motion to approve**

- a. *Sheryl Mordini moved the Motion to approve Official Business of February Budget vs. Actual; March Budget vs. Actual; April Budget vs. Actual and the balance sheets from April 30, 2020 and May 5, 2020. Meg Joseph seconded the motion. All present voted in favor of the motion* Financial Reports:
- b. *Sheryl Mordini made a motion to accept the Payroll Protection Program Gran/Loan from Lyons National Bank in the amount of \$95,995.*

**Geneva Gateway Project –**

Valerie shared that Michael Mills, the new executive director for the Geneva B.I.D. has delivered on the timeline agreed the artwork and the placement of the kiosks. These are scheduled to be finished by August. This will satisfy our obligation to them and them to us. So far their artwork has been approved, and the City Manager has signed off on the placement, the only thing left is to be done by the due date.

**Visitor Experience Fund –**

There was a table provided with a summary of every one's progress so far. Julie is following up with them. FLVC does have this budgeted for 2020 at \$25,000. Valerie asked if they board wanted to choose a new theme or plan on repurposing these funds to the "Sanitation Bank" concept. Sanitation Bank – similar in thought to a food bank, where business owners would tap into cleaning/sanitation supplies that are being required as part of the reopen. This might look like bulk buying or connecting a bunch of small businesses to be able to work together to purchase enough supplies for all at once.

Mike Kauffman spoke to their plan to get sanitation equipment as well as signage that they will need to reopen the mall. Meg thought there could be branding opportunities that we could take advantage of, Sheryl is partnering with other B&B's. Valerie thought this could bring our businesses together and acting like a team and could bring businesses closer to opening. *Mike Kauffman made a motion to direct this budget line towards this purpose. There was a second by Meg Joseph. All present voted in favor of this application of the 2020 Visitor Experience Fund.*

**President's Report – Round the table sharing**

Valerie talked about the zoom segment calls that she and Melissa have been holding, and hearing everyone's story. We have sent out a survey to the industry to collect information on how people are doing at this time. Valerie had shared the results. There is a lot of work to be done and everyone is unsettled.

During this time we have really pivoted to helping the County get the messages out about social distancing, how to support our partially open businesses at this time with a complete listing of "to go" places, and we have really revamped our website to reflect those changes. We are also working on an Activity Guide which adds to the mental wellness of our community but can also act as a visitor guide as we go forward. It can provide an interactive look at our community while visitors can only visit virtually, but should also translate well to a guide once you are here visiting, whether it is on your phone, or in your hands as a hard copy. We plan to present our book to I Love NY for matching funds and post digitally.

We now need to think about the fast track forward. We are coming up with a plan to help our different economic segments come up with their individual plans and all this feedback will go into a reopening tool kit. The tool kit will address the common issues that we will all have in facing opening back up, in addition to some specifics for each segment. We are looking for both ideas and for leaders within the segments that can help bring these ideas to us.

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**New Business.** Board Sharing occurred at this point, so that we can learn from another.

Carl Carlson: talked to the new owner of Cheerful Valley campground, they own 3 campgrounds in 3 counties which means 3 different boards of health with 3 different rules. Some with no public bathrooms, overnights allowed, some no bathrooms, but no overnights. They are hoping that by May 15<sup>th</sup>.

Lori Proper: pushing forward, would be willing to share their preparation plans for the “tool kit”. They held a virtual job fair, it went well, there was a great response. Not sure when start people, things are pushed to later than anticipated, they could open the Sand Bar, but is it the right thing to do? They hope to be fully operational by November.

Steve Fuller: They are in a holding pattern as per the State. They are not looking to open before June 1<sup>st</sup>. They are pushing forward at the waterpark and Aerial adventure, hoping for an end of June opening for them. Don't know what next winter will look like.

Lisa Fitzgerald: We are open, deemed essential but 100% cancellation. Been ordering supplies, masks, hand sanitizers, but having to order huge supplies just to get the orders here. Activity book reminds her of the National Parks and the junior ranger program that they have. Combination of history and activities. If you complete the Junior Ranger program you can receive a badge, is that something that can be applicable to our activity guide?

David Hutchings: Considering opening on May 15<sup>th</sup> for just the gardens for 4 days a week, no bathrooms for \$4. Not considering utilizing the buildings until June at least. It is going to be a tough season for all of us. So far full staff is employed and have also received the PPP.

Suzanne Farley: Few orders coming in through Facebook, got the PPP, staff is willing to come back. How that will work, not sure yet. Inside the store it is tight for customers, and how they will convince people not to touch things. Preparing for a July opening.

Mike Roeder: They were open in March, then closed, then open, closed and then opened again, basically the State has had inconsistent, mixed information. Cart usage is individual user, handicapped, but course to course it is different. They had 48 weddings scheduled, and they have been cancelled, moved or unknown fate at this point, it is possible to social distance while golfing, but much harder at a wedding.

Meg Joseph: Ganondagan is closed, and their events are canceled. They are doing virtual programming for living history, the Canandaigua Treaty, hoping that by February 2021 they can plan their Winter games as a live event. This could enhance their school programs and reach more school children than they have in the past. The gift shop will suffer from this, the white corn project is dormant. They are looking to see how to ramp up sanitation.

Mark Gilbride: trying to rebuild their house from the fire 5 months ago. They are still open under the Ag umbrella they have had a few private tours. They are doing the best they can with social distancing with lots of cleaning in between, but they are down 70%. They have had to let their employee go for now,

Krista Johns: Krista shared the uncertainty of their reopening. They are still remodeling, and the hotel is a messy due to that, they will need the month of May to clean the hotel. This provides an opportunity for extra time. They have ordered and received the cleaning supplies that they need, but with cancellations and postponements, the future is completely unknown.

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Bob Bennett: Same as Steve Laros, they say March go from 200,000-210,000 thousand in 2019 to 127,000. April 2019 was 205,000 to 32,200 this year, not even enough to cover the bills. Had been hoping for May to recover. Hill Cumorah has been canceled and with canceled weddings, and sporting groups, this has affected the coming months. Hilton has been coming out with standards concerning Covid, and suggestions for staffing. Hilton did a program with medical personnel, for those that can't or don't want to go home because they are working in the medical field, they are reimbursed \$30 a day for these rooms. Bob has shut down and unplugged about ½ the hotel. Everyone is pretty much on the 1<sup>st</sup> floor.

Mike Kauffman: Very quiet, Target, Home Depot, Staples, Best Buy doing a little business, but that is it. There are 160 stores that have not had a seasonal merchandise change, or anyone in them since March. They are looking to the State for guidance for them. Hoping to see select curbside retail by June 1<sup>st</sup>.

Sheryl Mordini: Since March 16<sup>th</sup>, she has seen \$0. She has been painting and moving the furniture to allow for more paths when people come back. The days fly by – still so busy. They will not be open before July. 2020 will be the year that never was.

Dan Marshall: on the Health and Human Services committee, deaths in Ontario County have all been from one nursing home, the other nursing homes that are in the county that have not seen the sickness are all related to the hospitals in the area, maybe showing that their systems are in a better place. Dan is missing the Tall Trainer. The County is predicting that we could see as much as a 50% drop in revenues from the State. This will be an interesting ride.

**Governance Committee**

*Meg Joseph made a motion that we move policy number 1303 Policy on Use of Communications Systems. Carl Carlson seconded the motion. All present voted in favor of the motion.*

**Old Business**

Tourism Improvement Districts – Statewide Legislation – Valerie reported that this notion had taken a back seat to many of the pandemic related issues. This has since been revitalized as a way to get revenue into a destination or region. This seems to have a new life, so something to keep and eye on.

Tracey has been working on our Destination International accreditation. Tracey's certification as a Certified Destination Management executive was just completed. Valerie congratulated her on this certification.

**New Business:** None

**Adjourn** – *Carl Carlson made a motion to adjourn the meeting, Sheryl Mordini seconded, and the meeting was adjourned at 12:21 pm.*

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**Mid-Point Summary**

| Entity                    | Summary from email update (late April)  | Julie's initial thoughts  |
|---------------------------|---|---|
| Cumming Nature Center     | <ul style="list-style-type: none"> <li>- No start on elevator yet</li> <li>- In process of gathering final quotes</li> <li>- Goal – to have construction completed by end of summer</li> </ul>  | They can't really move forward until construction is allowed to begin again.        |
| Main Street Arts          | <ul style="list-style-type: none"> <li>- Not sure if really at midpoint, but at least on the way</li> <li>- Design of website is done, (included 4 mock-ups of web design)</li> <li>- Currently in the build phase – longest phase due to moving large amounts of content and adding descriptions</li> <li>- Another update to follow once the build portion is significantly underway</li> </ul>   | Pretty good mid-point. Great job, can't wait to see the next steps                  |
| GCCC                      | <ul style="list-style-type: none"> <li>- Civic Center is closed and events cancelled, looking to schedule somethings in June</li> <li>- With both sides of the skate purchase being non-essential business, this is moving very slow</li> </ul>   | They can't really move forward until they can purchase the skates                   |
| Fort Hill Performing Arts | <ul style="list-style-type: none"> <li>- Looking for a reopen date of June 1. Looking to have some kind of season still</li> <li>- All building construction aspects are completed</li> <li>- All signage fully ADA compliant</li> <li>- In house audio system installed</li> <li>- Photos attached – ramp, parking, elevator, stage access, bathrooms, box office, hearing assist devices, signage</li> </ul> <p>Pending:</p> <ul style="list-style-type: none"> <li>- Website &amp; Box office tracking (no customers, no info to track)</li> </ul> | Ready to be done?   |
| Victor Parks              | <ul style="list-style-type: none"> <li>- April 8<sup>th</sup> reached out to make sure they could order bikes – they are at that point</li> <li>- April 9<sup>th</sup> Valerie responded back that the money set aside will remain dedicated to the program and to move forward</li> </ul>  | True mid-point, once the bike is bought, done?                                      |
| NYK                       | <ul style="list-style-type: none"> <li>- Install once they are reopened (following along with Governors orders).</li> <li>- No timeline given for construction</li> <li>- Do not expect an update on timeline until after reopen</li> </ul>   | Is Bethany not in contact with the people that she needs to be to build a timeline? |