

**Finger Lakes Visitors Connection, Ontario County, NY**  
**Board of Directors Meeting – Thursday, June 25, 2020 – 10:30 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		

Staff: Valerie Knoblauch, Julie Maslyn

Zoom Meeting: Valerie, Julie, Bob Bennett, Mike Kauffman met at Homewood Suites, all other board members were connected via zoom (Notice of authority from Governor’s Executive Order and Charities Bureau authorization to have an electronic meeting through July 6.)

**Call to Order/Announcements** – Bob Bennett called the meeting to order at 10:34 a.m.

**Official Business**

Bob called for a motion to accept the minutes of the May 6<sup>th</sup> board meeting.

*Mike Kauffman moved to approve the minutes of the May 6th, 2020 Board of Directors meeting. Russ Kenyon seconded the motion. All present voted in favor of the motion.*

**Financial Reports**

Valerie opened the meeting by talking about the May Budget, the YTD Budget, and the Balance sheet, while acknowledging that most previous projections are now different. We have received the 3<sup>rd</sup> quarter payment from the County, but we have not received the New York State Matching Funds yet. *Russ Kenyon moved to approve the Financial Reports: May Budget vs Actual, and Balance sheet as of 5/31/2020. David Hutchings seconded the motion. All present voted in favor of the motion.*

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**Visitor Experience Fund**

Valerie updated the board on the Visitor Experience Fund. We have been holding zoom calls with the County and industry partners in an effort to help the Interim County Administrator ensure that everyone submits their affirmation form for NYS. At the May 6<sup>th</sup> board meeting it was approved to use the 2020 Visitor Experience Fund to fund a Sanitation Bank (to be renamed).

Julie gave a report on the number of businesses who have taken advantage of the Sanitation Bank, what they are looking for, and where we are sourcing the supplies that are going through the Sanitation Bank. 30 plus businesses have purchased products in the first 2 weeks, and although it has slowed down, there is a consistent number of businesses asking for products and help. Social distancing signage created by Cindy Harris is also available through the Sanitation Bank.

Our auditor, Jackie Lee at Mengel Metzger Barr, suggests that as long as we ask for donations as payment, we are able to purchase with our tax-exempt status, and accept donations, instead of reselling. Mike Manikowski with Ontario County Economic Development has reached out concerning the Sanitation Bank and has encouraged us to formally request funding from them in the amount of \$25,000 which would serve as a match to FLVC's \$25,000. Additionally, we have developed signage around the idea of a Community Pledge, which was an idea that came from Kathy Rayburn and Jack Marren. Forms to order our sanitation products and our signage can be found on our website on the reopen pages.

**Finance/Audit Committee –**

Valerie updated the board on the 2019 Visitor Experience Fund, reporting that Fort Hill Performing Arts Center is almost complete. We have sent them their midpoint check, and there is only 1 formality left to do before we can send them the last check. Due to Covid related construction delays, some of the others are moving toward completion. All have until March of 2021 to finish.

The Geneva Gateway Project is moving forward again with Michael Mills newly in the Geneva BID leadership role. We expect them to meet their deadlines this month and we can pay this promised money out and we will not have to move this money forward again.

**President Report**

The board shared miscellaneous perspectives and happenings from their businesses.

Mark Gilbride: Has been open as a farm; doing individual (related members) group tours, so you can bring your family. There are three timeslots a day. They have been going well. Lazy Acres is down about 68% in attendance year over year. The unique offering of Alpaca Yoga and tours is going well, but still down from projections.

David Hutchings: Sonnenberg has been open since May 16<sup>th</sup>, outside only. There is a \$5 garden tour, no buildings are open. We had 600 visitors in the month of May, we are averaging about 100 a day for June on the weekends, 50 during the week. We are open 4 days a week instead of 7.

Sheryl Mordini: Acorn Inn Bed and Breakfast opened June 15<sup>th</sup> with the 1<sup>st</sup> reservation that followed through and stayed. They are serving outside; there is concern about cleaning protocols - am I doing it right, is it enough? Right now, from about January to June, down about 40%, I am hoping to maintain at least 50% for the rest of the year, then I can just cover expenses. Guests are mostly going to Sonnenberg and doing other outdoorsy things.

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Meg Joseph: Meg noted that she represents the not for profit that supports the Ganondagan State Historic Site. The State Historic Site is in the same position as Sonnenberg. They are experiencing lots of hikers and bikers. They are working on plans to keep everyone from staff to guests safe. To keep social-distancing they are looking into technology in electronic devices that indicates when you get within six feet from one another. As far as the “Friends” portion we are thinking about whether to open the gift shop, we are creating a virtual July event which would include a virtual market and performances.

Mike Kauffman: on behalf of the malls of NYS, there is some frustration. We thought we would be opening last month when we heard that phase 2 would include retail. That morning we found out that it would include retail except for malls, taking everyone by surprise. Everyone was ready to go, and now with the recent phase 4 opening we found out once again that malls have been left off the list. The Governor has indicated that it has something to do with the HVAC systems not properly filtering out droplets of the virus, which is confusing as the HVAC system in a mall is no different than that of a grocery store. We are not even aware of any conversations going on in our industry to move this along. The exterior stores are open, but the interior stores are not. Some are doing curbside. The restaurants Champs and P.F. Changs are open.

Steve Fuller: The Adventure Park opened June 13<sup>th</sup> under phase 2. It has been relatively slow, but people are looking for something to do. Bristol will continue to be limited by occupancy. Concerning the water park there has been a lot of back and forth, working with Seabreeze and Darien Lake, but we are all concerned about operating costs under the numbers that can be in the park. The State told us we would be phase 4 and so were taken by surprise when the Governors announcement for phase 4 excluded water parks. We are looking into opening just the wake pool and the splash factory as they are just considered pools and could be opened today. At Roseland we have begun to utilize the parking lot for outdoor events (Local dance bands, with a drive-in theme). There have been three outdoor shows with up to 200 cars. Our biggest issue has been a lack of guidance from the State, with rules lagging the opening of each phase.

Dan Marshall congratulated Bristol Mountain for donating the use of their facilities for Canandaigua Academy graduation.

Lori Proper: the Lakehouse on Canandaigua. The Sand Bar opens next week (Wednesday June 30<sup>th</sup>), Reservations will be necessary to protect social distancing. They are ready with social distancing markers, disposable menus, staff will be wearing masks. 14<sup>th</sup> the main house opens, along with the outdoor pool and 60 rooms. Corporate market is opening up a bit for 2021, expect to be fully operational by mid-November. We are excited to be able to see the community again. August

**Nominating Committee**

Valerie let the board know that they will need to activate the nominating committee with 4 board members up for renewal in September 2020: Lenore Friend, Robert Bennett, Mike Roeder, David Hutchings.

Carl Carlson would like to have his position reviewed as he does not have the same relationship with the campground as he once did. Mike Roeder appointed as the head of the committee.

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**Marketing/Partnership/Visitor Services Report**

Valerie let the board know that we are full speed ahead on the revamping of the website. It is planned for November. It will be reflective of the new brand as well. We discontinued our advertising program with Destination Travel Network (DTN) for the end of August.

**Capital Projects.** While speaking of capital projects, Valerie reminded everyone about the gutter project. Part of the fascia behind the gutters fell off in the early spring, and Spencer Powers from GS Restoration Services is going to replace it when he is hanging the gutters. This will up the price. Additionally, Spencer will be looking at the wood on the floors of the porch where it is rotting under the columns. This will need to be replaced and there is some degree of fussiness to this as to the width of the boards on the original deck. Valerie will keep the finance committee informed of the costs. All revenues will come out of the capital project account.

**Executive Session**

Valerie asked for an executive session for the purposes of contracts and personnel. Julie left the meeting at this point. *Dan Marshall made a motion that we move to executive session. Mike Kauffman seconded the motion. All present voted in favor of the motion.*

*Russ Kenyon made a motion to emerge from executive session. Dan Marshall seconded the motion. All present voted in favor of the motion.*

**Budget**

*Russ Kenyon made a motion to approve the budget as outlined. Sheryl Mordini seconded the motion. All present voted in favor of the motion.*

*Russ Kenyon made a motion to access reserves to create a balanced budget as presented. Mark Gilbride seconded the motion. All present voted in favor of the motion.*

**Adjourn**

*Mike Kauffman made a motion to adjourn the meeting, Lori Proper seconded, and the meeting was adjourned at 12:00 pm.*

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**Appendix**

2021 FYE Budget 6/20 BOD  
 MTG adj

	Oct '20 - Sep 21
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>41000 · Government Contracts</b>	550,000.00
<b>42000 · Grants</b>	
<b>42100 · NYS Matching Funds</b>	0.00
<b>42200 · Other Grants</b>	95,000.00
<b>Total 42000 · Grants</b>	95,000.00
<b>43000 · Private Sector</b>	
<b>43050 · Program Revenue</b>	23,000.00
<b>43075 · InKind, Donated Services</b>	9,000.00
<b>Total 43000 · Private Sector</b>	32,000.00
<b>44000 · Interest Income</b>	1,500.00
<b>45000 · Miscellaneous Income</b>	100.00
<b>Total Income</b>	678,600.00
<b>Expense</b>	
<b>50000 · Marketing, Sales, Promotions</b>	
<b>51100 · Advertising and Promotion</b>	
* <b>51150 · Social Mktg. Adv. Promotions</b>	13,000.00
* <b>51160 · Paid advertising</b>	5,000.00
<b>Total 51100 · Advertising and Promotion</b>	18,000.00
* <b>51200 · Brochures, Collateral, Flyers</b>	26,500.00
<b>51300 · Mailing, Info Centers, Distrib.</b>	
* <b>51325 · Fulfillment - MF</b>	4,000.00
* <b>51350 · 800# - Matching Funds</b>	0.00
* <b>51375 · Info Centers Expenses</b>	2,000.00
* <b>51300 · Mailing, Info Centers, Distrib. - Other</b>	0.00
<b>Total 51300 · Mailing, Info Centers, Distrib.</b>	6,000.00
* <b>51400 · Shows/Info Centers</b>	
* <b>51450 · Displays and Giveaways</b>	3,275.00
* <b>51475 · Trade Show Expenses</b>	4,500.00
<b>Total 51400 · Shows/Info Centers</b>	7,775.00
<b>51500 · Website</b>	
* <b>51590 · Microsites - Landing Pages</b>	5,000.00
* <b>51520 · Website Maintenance &amp; Support</b>	8,500.00
* <b>51525 · CRM Costs</b>	9,900.00
* <b>51550 · CMS - Content Management System</b>	32,125.00

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	51575 · SEO/SEM Costs	9,600.00
	<b>Total 51500 · Website</b>	
*	<b>51750 · Photo/Video/AV</b>	10,000.00
*	<b>51800 · Research, Reports</b>	2,500.00
	<b>51900 · Brand - Strategy, Design, Comm.</b>	
	<b>51910 · Press Release, updates reports</b>	1,000.00
	51925 · Email Marketing Fees	2,600.00
	51940 · Design, brand engagement	14,250.00
	51950 · Content Devel. and Mgmt.	20,400.00
	51975 · Media, Trade, VIP Hosting	2,500.00
	<b>Total 51900 · Brand - Strategy, Design, Comm.</b>	
	<b>52000 · Partnership Dev. &amp; Industry</b>	
	<b>52100 - Program and Sales</b>	7,500.00
	52200 - Workforce Engagement/Training	5,000.00
	<b>52500 · Sales</b>	
	<b>52600 - Direct Sales/Lead Generation</b>	17,500.00
	52700 - Client Events - Fam Tours	6,000.00
	<b>53000 · Cooperative Marketing</b>	
	<b>53100 · Regional Transfer MF</b>	0.00
	53200 · Regional Coop - Non-MF	27,500.00
	53300 · NYS Cooperative Opp. Fund	3,750.00
	53400 · Niche Markets - Coops	5,500.00
	<b>Total 53000 · Cooperative Marketing</b>	
	<b>54000 · Visitor Services and Supplies</b>	
	<b>54100 · Supplies and Promotional Items</b>	2,000.00
	54200 · Leisure In Destination Services	2,225.00
	54300 · Meeting and Events Services	2,000.00
	54200 · Gateways	3,750.00
	<b>Total 54000 · Visitor Services and Supplies</b>	
	<b>55000 · Staff Payroll</b>	
	<b>55001 · Marketing and Sales Staff</b>	289,950.00
*	55020 · Interns and Casual Labor	0.00
	<b>Total 55000 · Staff Payroll</b>	
*	<b>55050 · Contractors for Projects</b>	0.00
	56100 · Professional Development	0.00
*	56200 · Dues, Books, Subscriptions	7,000.00
*	56300 · Loc. Mtgs & Site Visits	3,300.00
*	57000 · Brand Develop. Strategic Plan	3,000.00
	58000 · Economic Dev. / Product Dev..	25,000.00
	59000 · InKind Expense	9,000.00
*	59999 · Other Marketing Expense - Misc.	750.00
*	61000 · Technology/Information Systems	8,500.00
	<b>Total 50000 · Marketing, Sales, Promotions</b>	
	<b>62000 · Operations/Admin. General</b>	

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*	62050 · Automobile Expense	3,000.00
*	62100 · Bank Service Charges	310.00
*	62200 · Furnishings and Equipment	600.00
*	62225 · Hosting and Meeting Expenses	2,000.00
*	62300 · Insurance Expense	11,000.00
*	62400 · Office Supplies/Stationery	3,000.00
*	62500 · Professional Services	18,000.00
*	62600 · Repairs and Maintenance	6,000.00
*	62700 · Taxes	9,000.00
*	62800 · Telephone , Postage, Email	5,000.00
*	62900 · Utilities	8,000.00
*	62950 · Depreciation Expense	45,600.00
*	62999 · Misc. and Reserve Additions	140.00
	62000 · Operations/Admin. General - Other	0.00
	<b>Total 62000 · Operations/Admin. General</b>	<hr/>
	<b>66000 · Payroll Expenses</b>	
*	66001 · Gross pay operations	65,000.00
*	66002 · Employer Payroll Taxes	28,900.00
*	66003 · Benefits	25,000.00
*	66004 · Employee Retirement	14,600.00
*	66005 · Payroll Processing Fees	6,300.00
*	66006 · HSA Contributions	7,000.00
	<b>Total 66000 · Payroll Expenses</b>	<hr/>
	<b>Total Expense</b>	<div style="border: 1px solid black; display: inline-block; padding: 2px;">864,325.00</div>
	 <b>INCOME</b>	 678,600.00
	<b>SAVINGS from Conservative 2020</b>	110,725.00
	<b>New Net Income</b>	789,325.00
	<b>NET</b>	-75,000.00
	<b>RESERVES</b>	75,000
	<b>NEW NET</b>	0.00