

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday September 2, 2020 – 11:30 a.m. via Zoom

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, 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	

Board members were connected via zoom (Notice of authority from Governor’s Executive Order and Charities Bureau authorization to have an electronic meeting through September 4, 2020.)

Guest: Andrea Bornheim of VantEdge eLearning

Staff: Valerie Knoblauch, Julie Maslyn, David Lee, Tracey Burkey, Kendall Knaak

Call to Order/Announcements – Bob Bennett called the meeting to order at 11:32 a.m.

Official Business

Bob called for a motion to accept the minutes of the June 25th board meeting. *David Hutchings moved to approve the minutes of the May 6, 2020 Board of Directors meeting. Mike Kauffman seconded the motion. All present voted in favor of the motion.*

Valerie reviewed the Financial Reports. The Profit & Loss Budget vs Actual of October 2019 through August of 2020 (Appendix A). Isolated is the Sanitation Bank (#VisitConfidently) income, as is the in-kind (donated services), and interest income. Note that we have been saving money to apply to next year, therefore, there are expense categories that are underbudget. The finance committee previously reviewed the Balance Sheet as of 8/30/20. (Appendix B). In responding to a question about the use of reserves, she noted that we should not have to access operating reserves to complete 2020; we accessed capital reserves for the projects that were planned and completed. *Bob asked for a motion to approve the Financial reports; Mike Roeder moved the motion and David Hutchings seconded. All present voted in favor of the motion.*

Geneva BID finished the Gateway Program; there are 3 kiosks in Geneva and there will be an installation celebration on 10/10/2020. Michael Mills is the current contact person for this program.

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Julie gave a report on the **Visitor Experience Fund of 2019/2020**, the accessibility fund. Two of the six businesses are done: Fort Hill Performing Arts and NY Kitchen have returned the Memo of Understanding and received their payments. Main Street Arts has received their mid-point check. Victor Town Parks and Recreation has not received any money yet. They are creating the paperwork trail needed to be able to accept the donation as part of a governmental entity. The Greater Canandaigua Civic Center is currently closed due to Covid and communication has been spotty with them. They have only received the first payment.

Julie gave a report on the Sanitation Bank, which has been renamed **#VisitConfidently Resource Center**. At the inception there was a lot of demand for supplies and information. As each sector has opened and people/businesses have gotten used to the new normal things have slowed down. We are now thinking about winter, what that means for indoor air quality and anticipating an increase in questions about indoor air. We have partnered with Isaac Heat and Air Conditioning to provide a one visit assessment, a technician will come out and assess your system and your environment and give feedback on what can be done to improve if need be. It is a \$99 service; that would not be a commitment to Isaac specifically. Contact us for that service if you would like it can be made through us initially.

Valerie introduced the topic of e-learning by citing the example of someone like Melanie Wickham, who runs the Pick N Patch in Stanley. Being able to train her incoming employees simply and before they come to work the first time Andrea Bornheim who was a guest on the zoom call spoke about the e-learning program we have just rolled out. This program doesn't take any special software, is mobile friendly with; 30 second videos, audio scripts, some reading, and visual clues. It addresses how you look to a customer, instill confidence (do you know the guidelines for your business), in addition to having a peer panel of 6 scenarios. At the end there are two survey questions for feedback, and participants receive a \$20 gift card for completing it. Additionally, we have created an incentive for the businesses to get their employees to participate in this by offering a listing placement with us if a certain percent of their employees take the survey. We would like the Board to be a champion of this training.

Finance/Audit Committee

In the absence of Steven Laros *Bob Bennett asked for a motion to approve the reinvestment choices of the Finance Committee expiring CD's. Carl Carlson made the motion; Meg Joseph seconded the motion. All present voted in favor of the motion.*

President Report

Valerie shared the news that Krista Johns has lost her mother since our last board meeting and that the Naples Community has lost Rich Jerome. She also noted that former board member, Alexa Gifford had lost her father. Although Rich had never been on the FLVC Board, he had always been a great supporter through his U-pick operation of everything we have done. Krista thanks the board for their concern. *Valerie proposed a Resolution of Sympathy for the Jerome family. Dan Marshall quickly moved the motion and Meg Joseph just as quickly seconded the motion. All present voted in favor of the motion. (Appendix D)*

New Seasonal Activities. Think Tank Session.

Valerie discussed with the Board thoughts about the upcoming Fall and holiday seasons and all the things that might not happen as normal this year. Berkeley Young has previously talked about the opportunity to have virtual field trips, and lesson plans using our area and pairing up with school curriculum. Also, the loss of some Christmas things, like Grangers' Festival of Trees. What could we do to replace these programs that would act as an attraction to Ontario County? Twelve Days of Christmas spread throughout the communities for example. How do we expand this and ideas like it? We will be holding a think tank session in the next week and will look to the board for ideas and cooperation. Valerie commented on the events that Tracey has had for meeting planners, like Eric Frarey's virtual wine tasting and an upcoming Meet and Paint event.

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President's Report, continued.

Meg Joseph reinforced the ideas mentioned and added that lining up with the NYS educational model is worth the effort, and there are all kinds of ways to collaborate that way. It would help to build relationships. She loved the drive-by Christmas idea. She noted that shipping and virtual experiences helps people to share in a moment and stay engaged. She noted that Ganondagan is looking to do something with cooking. Dan Marshall shared that there is a Naples teacher working with the Canandaigua Lake Watershed and she could be an excellent resource for a program. Dan also remembered driving around as a little kid and looking at the Christmas Lights and looked to Sonnenberg for thoughts on that. David Hutchings indicated that many things at Sonnenberg have been cancelled for the winter, and although he was not opposed to partnering with outdoor activities, they looked at their resources and made some decisions already. Mike Kauffman reminded us not to forget about retail as this season approaches, somethings that tie into retail would be beneficial. Tracey shared from her personal perspective that discussions with her grandchildren she noted how things will be different, and what outside the box ideas could we think about to add things back into the season.

Nominating Committee

Mike Roeder made a motion recommending the renewal of three-year terms to expire on September 30, 2023 for the following people: Lenore Friend; Robert Bennett; Mike Roeder; David Hutchings. Dan Marshall seconded the motion. All present voted in favor of the motion.

The slate of officers (proposed to be the same for 2021) will be voted on at the October meeting.

Marketing/Partnership/Visitor Services Report

Valerie mentioned the Top Three Things Report (see Appendix C) included in the Board packet.

Tracey provided an overview of the meetings market. There are many things which make us attractive to a meeting, the creative ways our businesses have pivoted and kept their customers informed at this time is a benefit, as well as what we have done as a community to ensure the safety of visitors and residents. Tracey also touched on the other things she is doing to get ready for the future, she and our intern Mitch Steedman are making 360 videos, they have made 11 so far and have 4 to go. She has been networking with some within the county helping with some restaurant and travel accommodations, and doing programs like the virtual wine tasting and meet and paint which continues to build relationships, and lets those who are planning events know that we are open for business.

David updated the Board on the progress of the website by showing the home page prototypes.

Roundtable sharing of the Board

David Hutchings shared that August was good, there were many weekend dates over 300 attendance days, they still have 9 more weddings, and there is still some educational programming to finish.

Mike Kauffman said that they are still seeing sales improving; the tenants on average are running 70-75% of where they were a year ago. Food court has opened at 50%, but common area sitting is still off limits. Still thinking about Santa and the best way to have that experience.

Steve Fuller indicted that the Wake Park plans to be open through 9/20. The Aerial Adventure Park and Zip Lines will be open through 11/1. Sky Rides start 9/12. We have seen a lot of guests and interests this summer from local travel and we are excited to carry the momentum through the fall and winter. Talking with the other day destinations (not overnight) business has been very strong this summer with lots of NY/PA travel.

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Mike Roeder – Golf has been busy but feeling the pinch of who/how people can eat, there are no tournament dinners. They are booking weddings into 2021, but do not know about their winter simulator yet. They are looking forward to the Canadian border opening.

Bob Bennett said that each month has been a little better, with August being projected to be 60% occupancy. There has been a lot of short lead time reservations, the pool is closed, but they have booked 3 different groups with long term usage, one is a 3-year term, the others are each a couple of years.

Sheryl Mordini said that she has just had the best August that she has ever had. The other B&B's have seen similar results although there some not open. The Cobblestone (is for sale), Filigree are not open, Bella Rose only has 1 of 3 rooms open. Lots of NYC folks coming up way up from other years, September is 99.9% over last year, a little worried about winter. Still down 25% over the year.

Kendall Knaak joined to confirm what Bob and Sheryl are seeing in that small, rural, open spaces, ensures confidence. We have many new and local travelers because there is no travel abroad.

Krista Johns told everyone that their August with an increase in \$100 over their pre-Covid rates still saw 80%, they were sold out over several days. Their pool and fitness center pools are still closed, and they are looking forward to a few events, keeping in mind all the new rules.

Dan Marshall joined the conversation to report that Bristol Harbor has completely torn down their 31-room hotel. Reports are that the lodge which could handle up to 400 seats will also be torn down and this will be the last season of the golf course.

Carl Carlson reported that the campground seems to be doing fairly well. It is a naturally socially distant way to vacation, unfortunately the bathroom facilities are closed which means the only ones who can take advantage of camping are those with their own.

Valerie finished by reminding everyone that the next Board meeting will be October 7th at the Lake House in Canandaigua. Unless the Governor makes another extension this meeting will be an all-in person meeting. 8:00 a.m. Annual meeting (with auditors as guests) 8:30 a.m. Regular meeting

Old Business No old business was brought before the board.

New Business.

Bob Bennett recognized that our address is officially 19 Susan B. Anthony Lane effective 8/19/20. The team was proud to participate in the renaming event with the courts and the county.

Adjourn *Bob Bennett asked for a motion to adjourn the meeting at 1:26. Sheryl Mordini made the motion, seconded by Mike Kauffman. All present voted in favor of the motion.*

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Appendix A - Year to Date Profit and Loss to Budget

	Oct '19 - Aug 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
41000 · Government Contracts				
41000 · Government Contracts - Other	923,108.85	909,411.25	13,697.60	101.5%
Total 41000 · Government Contracts	923,108.85	909,411.25	13,697.60	101.5%
42000 · Grants				
42100 · NYS Matching Funds	0.00	47,000.00	-47,000.00	0.0%
42200 · Other Grants	25,000.00	1,000.00	24,000.00	2,500.0%
Total 42000 · Grants	25,000.00	48,000.00	-23,000.00	52.1%
43000 · Private Sector				
43025 · Sanitation Bank	33,920.28			
43050 · Program Revenue	10,007.76	43,490.00	-33,482.24	23.0%
43075 · InKind, Donated Services	18,544.70	16,500.00	2,044.70	112.4%
Total 43000 · Private Sector	62,472.74	59,990.00	2,482.74	104.1%
44000 · Interest Income	3,877.99	1,375.00	2,502.99	282.0%
45000 · Miscellaneous Income	0.00	110.00	-110.00	0.0%
Total Income	1,014,459.58	1,018,886.25	-4,426.67	99.6%
Gross Profit	1,014,459.58	1,018,886.25	-4,426.67	99.6%
Expense				
50000 · Marketing, Sales, Promotions				
51100 · Advertising and Promotion				
51150 · Social Mktg. Adv. Promotions	14,831.38	24,750.00	-9,918.62	59.9%
51160 · Paid advertising	0.00	9,800.00	-9,800.00	0.0%
Total 51100 · Advertising and Promotion	14,831.38	34,550.00	-19,718.62	42.9%
51200 · Brochures, Collateral, Flyers	326.60	52,125.00	-51,798.40	0.6%
51300 · Mailing, Info Centers, Distrib.				
51325 · Fulfillment - MF	3,422.42	12,200.00	-8,777.58	28.1%
51350 · 800# - Matching Funds	38.46	470.00	-431.54	8.2%
51375 · Info Centers Expenses	311.91	3,300.00	-2,988.09	9.5%
51300 · Mailing, Info Centers, Distrib. - Other	0.00	0.00	0.00	0.0%
Total 51300 · Mailing, Info Centers, Distrib.	3,772.79	15,970.00	-12,197.21	23.6%
51400 · Shows/Info Centers				
51450 · Displays and Giveaways	131.92	12,950.00	-12,818.08	1.0%
51475 · Trade Show Expenses	10,679.10	16,400.00	-5,720.90	65.1%
Total 51400 · Shows/Info Centers	10,811.02	29,350.00	-18,538.98	36.8%
51500 · Website				
51590 · Microsites - Landing Pages	158.20	750.00	-591.80	21.1%
51520 · Website Maintenance & Support	7,489.28	8,000.00	-510.72	93.6%
51525 · CRM Costs	8,446.22	9,075.00	-628.78	93.1%
51550 · CMS - Content Management System	28,827.68	29,500.00	-672.32	97.7%
51575 · SEO/SEM Costs	6,798.44	1,675.00	5,123.44	405.9%
Total 51500 · Website	51,719.82	49,000.00	2,719.82	105.6%
51750 · Photo/Video/AV	18,926.62	21,500.00	-2,573.38	88.0%
51800 · Research, Reports	4,051.85	7,200.00	-3,148.15	56.3%
51900 · Brand - Strategy, Design, Comm.				
51910 · Press Release, updates reports	0.00	1,825.00	-1,825.00	0.0%
51925 · Email Marketing Fees	1,071.85	2,420.00	-1,348.15	44.3%
51940 · Design, brand development	42,013.90	51,000.00	-8,986.10	82.4%
51950 · Content Devel. and Mgmt.	30,500.00	37,400.00	-6,900.00	81.6%
51975 · Media, Trade, VIP Hosting	3,406.62	4,500.00	-1,093.38	75.7%
51900 · Brand - Strategy, Design, Comm. - Other	0.00	0.00	0.00	0.0%
Total 51900 · Brand - Strategy, Design, Comm.	76,992.37	97,145.00	-20,152.63	79.3%

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	<u>Oct '19 - Aug 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
52000 · Partnership Dev. & Industry				
52100 · Partner Program and Sales	1,369.11	14,550.00	-13,180.89	9.4%
52200 · Workforce Engagement & Training	7,840.72	12,475.00	-4,634.28	62.9%
52000 · Partnership Dev. & Industry - Other	0.00	0.00	0.00	0.0%
Total 52000 · Partnership Dev. & Industry	9,209.83	27,025.00	-17,815.17	34.1%
52500 · Sales				
52600 · Direct Sales/ Lead Generation	26,303.89	33,850.00	-7,546.11	77.7%
52700 · Client Events - Fam Tours	989.55	11,300.00	-10,310.45	8.8%
Total 52500 · Sales	27,293.44	45,150.00	-17,856.56	60.5%
53000 · Cooperative Marketing				
53100 · Regional Transfer MF	43,150.00	25,000.00	18,150.00	172.6%
53200 · Regional Coop - Non-MF	91.28	10,000.00	-9,908.72	0.9%
53300 · NYS Cooperative Opp. Fund	13,301.68	11,500.00	1,801.68	115.7%
53400 · Niche Markets - Coops	4,479.68	11,000.00	-6,520.32	40.7%
Total 53000 · Cooperative Marketing	61,022.64	57,500.00	3,522.64	106.1%
54000 · Visitor Services and Supplies				
54100 · Supplies and Promotional Items	328.52	2,425.00	-2,096.48	13.5%
54200 · Leisure In Destination Services	0.00	4,450.00	-4,450.00	0.0%
54300 · Meeting and Event Services	0.00	2,000.00	-2,000.00	0.0%
54500 · Gateways	23,615.43	3,750.00	19,865.43	629.7%
54000 · Visitor Services and Supplies - Other	0.00	0.00	0.00	0.0%
Total 54000 · Visitor Services and Supplies	23,943.95	12,625.00	11,318.95	189.7%
55000 · Staff Payroll				
55001 · Marketing and Sales Staff	340,345.19	338,250.00	2,095.19	100.6%
55020 · Interns and Casual Labor	30.00	1,300.00	-1,270.00	2.3%
Total 55000 · Staff Payroll	340,375.19	339,550.00	825.19	100.2%
55050 · Contractors for Projects	350.00	1,500.00	-1,150.00	23.3%
56100 · Professional Development	2,618.57	9,000.00	-6,381.43	29.1%
56200 · Dues, Books, Subscriptions	7,285.92	10,570.00	-3,284.08	68.9%
56300 · Loc. Mtgs & Site Visits	3,243.11	5,870.00	-2,626.89	55.2%
57000 · Brand Develop. Strategic Plan	22,159.80	21,100.00	1,059.80	105.0%
58000 · Economic Dev. / Product Dev..	34,937.63	2,750.00	32,187.63	1,270.5%
59000 · InKind Expense	18,644.70	16,500.00	2,144.70	113.0%
59999 · Other Marketing Expense - Misc.	945.39	1,348.00	-402.61	70.1%
61000 · Technology/Information Systems	18,438.00	16,700.00	1,738.00	110.4%
Total 50000 · Marketing, Sales, Promotions	751,900.62	874,028.00	-122,127.38	86.0%
62000 · Operations/Admin. General				
62050 · Automobile Expense	2,352.32	4,615.00	-2,262.68	51.0%
62100 · Bank Service Charges	462.19	285.00	177.19	162.2%
62200 · Furnishings and Equipment	258.08	1,100.00	-841.92	23.5%
62225 · Hosting and Meeting Expenses	2,141.09	5,625.00	-3,483.91	38.1%
62300 · Insurance Expense	10,345.81	10,095.00	250.81	102.5%
62400 · Office Supplies/Stationery	4,088.47	5,399.00	-1,310.53	75.7%
62500 · Professional Services	15,463.46	21,325.00	-5,861.54	72.5%
62600 · Repairs and Maintenance	8,751.70	11,320.00	-2,568.30	77.3%
62700 · Taxes	6,255.00	8,430.00	-2,175.00	74.2%
62800 · Telephone , Postage, Email	4,646.49	8,305.00	-3,658.51	55.9%
62900 · Utilities	5,882.19	7,415.00	-1,532.81	79.3%
62950 · Depreciation Expense	28,870.54	41,800.00	-12,929.46	69.1%
62999 · Misc. and Reserve Additions	0.00	170.50	-170.50	0.0%
62000 · Operations/Admin. General - Other	0.00	0.00	0.00	0.0%
Total 62000 · Operations/Admin. General	89,517.34	125,884.50	-36,367.16	71.1%
66000 · Payroll Expenses				
66001 · Gross pay operations	55,722.88	64,167.00	-8,444.12	86.8%
66002 · Employer Payroll Taxes	30,181.07	26,200.00	3,981.07	115.2%
66003 · Benefits	21,895.31	29,250.00	-7,354.69	74.9%

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66004 · Employee Retirement		8,466.26	14,116.00	-5,64
66005 · Payroll Processing Fees		5,951.12	5,775.00	17
66006 · HSA Contributions		7,304.88	8,250.00	-94
66000 · Payroll Expenses - Other		0.00	0.00	
Total 66000 · Payroll Expenses		129,521.52	147,758.00	-18,2
Total Expense		970,939.48	1,147,670.50	-176,7
Net Ordinary Income		43,520.10	-128,784.25	172,3
Other Income/Expense				
Other Income				
8000 · Gain/Loss on Sale of Fixed Asse	0.00	0.00	0.00	0.0%
80000 · Gain/Loss Sale of Fixed Asset	0.00	0.00	0.00	0.0%
Total Other Income	0.00	0.00	0.00	0.0%

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Appendix B
Balance Sheet

Accrual Basis

As of August 31, 2020

	Aug 31, 20
ASSETS	
Current Assets	
Checking/Savings	
10182 · Wayne Bank CD 024125749	80,000.00
10181 · Wayne Bank CD1024125692	80,000.00
10133 · USNY CD 1023544594 - 2/18/2022	100,000.00
10132 · USNY CD 1023544543 - 2/18/21	196,000.00
10100 · CNB Operating Optimum	280,679.56
10125 · CNB Business Choice Savings	35,588.26
10130 · USNY Bank	77,098.43
10155 · Key Bank Matching Funds	2,311.72
10160 · Five Star MultiCounty	14,550.54
10170 · LNB Capital Reserve Account	201,615.01
10195 · Lyons National Bank - PPP	95,770.00
Total Checking/Savings	1,163,613.52
Accounts Receivable	
12000 · Accounts Receivable	1,777.95
Total Accounts Receivable	1,777.95
Other Current Assets	
14401 · Accrued Interest	2,101.86
12010 · Grant Receivable	25,000.00
13000 · Petty Cash	100.00
14000 · Prepaid Expenses	3,571.10
14200 · Prepaid Real Estate Taxes	167.02
14400 · Prepaid Insurance	4,999.86
Total Other Current Assets	35,939.84
Total Current Assets	1,201,331.31
Fixed Assets	
16000 · Fixed Assets	
16100 · Furniture and Equipment	100,830.49
16150 · Vehicle - Capital Asset	40,791.00
16200 · Accumulated Depreciation	-216,667.98
16600 · Gorham Street - Building	386,204.63
16800 · Gorham Street Land	28,420.00
16900 · Website Development	27,500.00
	366,110.36
	366,110.36
	1,567,441.67
16950 · Accumulated Amortization	-967.78
Total 16000 · Fixed Assets	366,110.36
Total Fixed Assets	366,110.36
TOTAL ASSETS	1,567,441.67
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
21000 · Capital One Business Spark	5,176.90

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Total Credit Cards	5,176.90
Other Current Liabilities	
22100 · Payroll Liabilities	
22110 · Accrued Payroll Taxes	808.80
22125 · Accrued Payroll	10,827.50
22150 · Retirement Contributions	2,154.70
22175 · HSA Contributions	213.20
22200 · Accrued Leave	9,387.82
	23,392.02
26100 · Unearned County Contract	82,673.77
 Total Current Liabilities	 115,025.51
Long Term Liabilities	
27500 · PPP Loan	95,995.00
	95,995.00
Total Long Term Liabilities	95,995.00
Total Liabilities	211,020.51
Equity	
32000 · Unrestricted Net Assets	1,312,901.06
	1,356,421.16
	1,567,441.67
Net Income	43,520.10
Total Equity	43,520.10
 TOTAL LIABILITIES & EQUITY	

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Appendix C

Top Three Things 09/02/20
Compiled by Valerie Knoblauch, President and CEO.

Congratulations to Melissa and Andrew Knoblauch on the birth of Izarra Rae on August 5th. (and of course, to Grandparents – Valerie and Kurt Knoblauch on the arrival of their first granddaughter! All are doing well!

19 Susan B Anthony Lane, Canandaigua. That is “us” in cooperation with the county, the city, and the court system. I wanted to share a quick note that I received from Justice Doran afterwards. *“Thank you for your support and leadership as we pulled together the Susan B. Anthony Lane Dedication Ceremony and celebration on August 18,2020. I am so pleased and proud that the Courts joined with community partners to celebrate this most significant moment in our history – one that ha indeed shaped our very definition of JUSTICE! You did an amazing job and Susan B. Anthony would be proud!” – Justice Craig J. Doran, Supreme Court Justice Seventh Judicial District Administrative Judge.*

Thought Provoking and Wondering What you think? For discussion at the BOD meeting Think Tank on from Road Trip to Field Trip – working with educators to provide lesson plans Substituting an “event” to make up for probable loss of “Christmas” related events. Drive by ideas. Are there other ideas that you have to carry us through the winter. This would require board members to help within their communities. We’ll talk more about it.

Educational programming for EVERY weekend in January through March. Some sort of “activity” educational theme.

Julie:

#VisitConfidently Resource Center continues to develop. Together we have hosted over 200 people in webinars; the financial reports will show the revenues and the expenses. Online learning and HVAC options will be the newest additions.

Accessibility grants are about 80% complete, with the most recent being Main Street Arts in Clifton. This program provided about \$25,000 towards projects valued at over \$75,000. Plus, providing new accessibility options as we continue to improve our product in this regard.

Name change endeavors will be ongoing, please help us catch those. 19 Susan B. Anthony Lane.

Working with Brian Kolb on the NYS Pilot’s association for recognition of 5 years in assembly and receiving a gift from the Finger Lakes. (via Brian – this involves Wizard of Clay, Sweet Expressions grape filled chocolates, and Grape gummies from Arbor Hill)

David:

Approved and finalized the **FLVC Sitemap map for VisitFingerLakes.com**. This provides an overview of the navigation and site structure for visitors. This process is key to our SEO (Search Engine Optimization) and content development efforts. Additionally, we have approved the design “look and feel” of the new VisitFingerLakes.com including our homepage, events, listings and more.

Re-built the <https://www.visitfingerlakes.com/reopen/> section for the **#VisitConfidently Resource Center** initiative. This section of our website which now handles, COVID-19 / Reopening Industry Guidance, Signage, PPE and the recently launched e-Learning module. Here is a sneak peek at the e-learning module. <https://www.visitfingerlakes.com/partners/reopen/visit-confidently-elearning/>

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Partners Relations - Provided training and guidance for recently launched the Finger Lakes Barn Quilt Trail, <https://flxbarnquilttrail.com/>. The Barn Quilt Trail website is now live and handed off to the trail group. Assisted with the Finger Lakes Region Tourism Council publication, "On the Water" and provided a custom Google Map for their marketing efforts, view the map here: <https://www.fingerlakestravelny.com/get-on-the-water>. The team also helped Ontario County with content focusing on #VisitConfidently for their new website , check it out here: <https://www.co.ontario.ny.us/>

Tracey:

Virtual Wine Tasting for meeting planners – FLVC hosted an hour zoom event on June 25th for 14 meeting planners from the Albany area. Each planner received a package of 3 Heron Hill assorted wines and chocolate prior to the event. Eric Frarey from Heron Hill conducted an educational and fun session on wine tasting while clients were able to sip their wine and ask questions. They were very engaged and seemed to enjoy the event while learning about all we have to offer for their meetings and events. Next up: **Meet, Paint, Taste – FLX Style.**

Virtual Site Tour Videos - set up and supervision. Completed 11 video shoots to date with at least 5 or more left to complete. These will go on our website by the partners listing.

Research and share Covid-19 regulations regarding weddings, meetings and group gatherings with partners. Established contacts within the hospitality industry and ESD in order to get up-to-date information and changes to share with our partners as they began to re-open or adjust their business plans.

Kendall:

Cvent Certification through Destinations International. To properly respond to leads! This is beneficial because I can work in tandem with Tracey – if she is out for any time, I now have the knowledge to respond to a lead, and create a bid for the Finger Lakes!

Video! Working on scheduling, organizing talent/partners.

#VisitConfidently. Facilitating relationship with HVAC, Isaac, taking over the social media account and postings – noting that we had our best July ever.

Consumer Inquiries. We are still handling the Finger Lakes Regional Tourism Council. We “stuffed” with some of our TPA friends over 1,000 so that they are ready to go.

Industry Newsletter and lot of writing. Every other week Kendall has been getting this out to the industry with important people updates, program updates and general information that they must use on the fly!

FLVC Team:

Participation in #VisitConfidently webinars, presentations, callouts and delivering materials across the county. More to come!

Site tours of the Lake House on Canandaigua

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Participation in the groundbreaking for Microtel Farmington

Completion of the **Covid online Training Module**. Next steps is roll-out. See
VisitFingerLakes.com/reopen
Site tours of the Hotel Canandaigua – Hilton Tapestry

Visits to the Fairfield Inn, Geneva; Homewood Suites, Victor; Comfort Inn, Farmington.

Suspension of our contract with DTN until the new website stabilizes and we proactively decide on advertising on the Web.

Pause on our contract with DSA (which expired on July 30, 2020) to reassess our marketing and social needs and assure that they are the best vendor/approach for doing that.

Roc/FLX Craft Beverage Organization – including filing the 990N; reactivating their First Fest date to March 26, 2021 and rewarding a guest for completing the passport

Building Upgrades finished: copper gutter installed, wood replaced, flooring surface on porch repaired, crown molding repositioned into building. On a side note, there is an upgrade of the gas line around the building and therefore a good portion of the street side lawn has been replanted.

CLWT – continued engagement with the Wine Trail (where wineries are seeing upticks in visitation – and a remodeling of their tasting endeavors.

Upcoming:
See thought provoking ideas above.

September 10: dedication of Gateway Kiosk in Geneva.

Strategic Planning with Berkeley Young to start again

Mitch Steedman, FLCC student back, doing videos, 360, photo file organization. We have also reengaged Matt Steinberg to complete the header videos and luxury of choice video for our marketing purposes. Video shooting to be completed. Seasonal needs are next: Indoor fireplace shot; fall colors, fall activities (with and without masks) Sunrise at County Road #12.

Break the Ice Media to position our Public relations around the #VisitConfidently program with regard to economic development

MMGY, national, to help position our PR around #VisitConfidently reopening, consumer facing. We have this contract through February and looking to carry forward some winter impacts.

e-Learning. The regular edition will be completed. In other words, for frontliners, this can be a training module

Audit.

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Destinations International Certification Program. Val to attend December CEO Conference.

Val to participate in FLREDC request for tourism/hospitality experts to assist in writing reopen plan.

Val to participate in Strategic Plan for Economic Development Office for Ontario County

Team looking at recruitment endeavors and cooperation with the UR Medical Center for professionals (specifically dept. of radiology) and also with 7th circuit judicial district for recruitment of attorneys and judges.

Facts – depressing, but realistic.

From Smith Travel Research:

In a slightly downgraded forecast for the U.S. hotel industry, STR and Tourism Economics now anticipate that full recovery in hotel revenue per available room remains unlikely until 2024. U.S. room demand is still forecast to recover by 2023. "Performance recovery is going to remain slow and well off of the pre-pandemic pace until the context for travel improves and group business begins to return," said STR president Amanda Hite. "To show how far levels have fallen year over year, the 40 percent demand decrease we project for Q3 2020 will be a substantial improvement from the 57 percent decline realized during Q2."

"Vrbo's gross bookings, excluding cancellations, increased significantly year-over-year in May and June due to its strong inventory position in whole-home alternative accommodations in drive-to destinations, which has been one of the first segments of travel to recover," the Expedia Group financial update stated. Also ... related to this. (letter to Pam Helming regarding this occupancy tax proposal. Please note that there will be an upcoming hearing to renew the legislation, as is.)
STR Report Update.

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Appendix D

RESOLUTION OF APPRECIATION AND SYMPATHY
RICHARD JEROME

WHEREAS, Mr. Rich Jerome of the Town of Naples, passed away suddenly on August 17, 2020; and

WHEREAS, Mr. Jerome was a seventh-generation fruit farmer, remembered for his kindness, hearty laugh and community spirit; and

WHEREAS, Mr. Jerome was a member of numerous boards devoted to the enhancement of agriculture and economic development; and

WHEREAS, Ontario County Four Seasons Local Development Corporation, d.b.a. a Finger Lakes Visitors Connection enjoyed a relationship with Rich Jerome and the Jerome family, opening up their farm and their experience to many special guests and visitors over the years; and

WHEREAS, Mr. Jerome's experience and spirit led to an understanding of the historical aspects of fruit farming in Ontario County and the Finger Lakes by those many visitors; and

WHEREAS, Mr. Jerome's passion and generosity contributed to the character of the Naples community and the experience of our guests; now therefore be it

RESOLVED, That the Ontario County Tourism community and Finger Lakes Visitors Connection extends its deepest sympathy to the Jerome family on the loss of their patriarch; and further

RESOLVED that the tourism industry extends its thank you to the Jerome family for encouraging Rich's warm welcome and open arms to so many visitors, community members, and the next generation of farmers and community leaders.