

**Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – October 7, 2020
Annual & Regular Meeting conducted simultaneously
Canandaigua, NY 14424**

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		

Staff: Valerie Knoblauch, Julie Maslyn
Guest: Jackie Lee, Mengel Metzger Barr

Call to Order, Welcome and Introductions – Bob Bennett called the meeting to order at 8:01 am via Zoom conference call.

Official Business

Bob call for a motion to accept the minutes of the September meeting. *Dan Marshall moved to approve the minutes of the September 2, 2020 meeting. Lori Proper seconded the motion. All present voted in favor of the motion.*

Bob called for a motion to accept the Financial Reports of Budget vs Actual as of 08/31/20 and Balance Sheet as of 09/30/20. *Mike Roeder moved to accept the financial reports as presented: Budget vs. Actual 8/31/20 and Balance Sheet as of 9/30/20. Mike Kauffman seconded the motion. All present voted in favor of the motion. See Appendix A and B.*

There was motion by Steve Laros, seconded by Mike Kauffman to approve the budget as presented. All presented voted in favor of the budget. See Appendix E.

President’s Report

Valerie reminded everyone to take note of the Top Three Things report. It is a good summary of what the FLVC team has accomplished since we met last. It is attached as Appendix C.

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Nominating Committee Report

Bob called for Mike Roeder to give the Nominating Committee report on the reelection of officers. *Mike Roeder made a motion to name the following officers for the 2021 year. Bob Bennett as chair; David Hutchings as vice-chair; Lenore Friend as secretary; and Steven Laros as treasurer. Steven Laros seconded the motion. All present voted in favor of the motion.*

Audit/Finance Committee

Bob asked Steven Laros to present the Audit/Finance Committee report. *Steven Laros made a motion to adopt the revised budget as presented in the amount of \$850,000; recognizing that this budget will require \$110,000 in saved revenues and reduced expenses from the 2020 budget; as well as accessing the emergency operating account for up to \$80,000. Entering a contract with Ontario County in the amount of \$517,624 for January 2021 through December 21, 2021. Accepting the credit card report dated 9/30/20. See Appendix D. And to confirm the official depositories.*

- a. Canandaigua National Bank – Checking
- b. Canandaigua National Bank – Savings
- c. Key Bank, Canandaigua – NYS Matching Funds
- d. Five Star Bank – Multi-County Cooperative Marketing Account
- e. USNY Bank (Wayne Bank) – Emergency Operating Reserve Account via Certificates of Deposit
- f. Lyons National Bank – Capital and Fixed Assets Account
- g. Lyons National Bank – Payroll Protection Program Funding
- h. Capital One Business Card – credit card
- i. Line of Credit – Five Star Bank - \$75,000 revolving

All present voted in favor of the motion.

A question was asked; \$80,000 is what percent of our emergency reserves? Answer – it is about 18% of the total.

Auditor Presentation

Steven Laros introduced Jackie Lee of Mengel Metzger Barr and reminded everyone that the Audit of FLVC will be going on in the first week of November.

Jackie talked about the upcoming audit and went over expectations and changes from last year.

Executive Committee

Bob called on Valerie to give the Executive Committee report. Valerie reviewed the individual dates, times, locations, and topics of the drafted calendar. *Bob made a motion that we accept the Calendar of Board meeting dates with times as discussed (see appendix H). Steven Fuller seconded the motion. All present voted in favor of the motion.*

Valerie suggested that we think about restructuring the committees to better reflect the time we are coming into, and she would like to have that discussion at either the November or December Board meeting.

Confirmation of Official Media Outlets

Lenore Friend made the motion to have the Daily Messenger and the Finger Lakes Times stay as our official media outlets. Meg Joseph seconded the motion. All present voted in favor of the motion.

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Governance Committee

Valerie talked about the importance of having Board Goals and reviewed the 2020 Board Goals as well as the new 2021 Board Goals. She also reminded everyone of the importance of filling out the Board Self-evaluation forms which were previously distributed. *Steven Laros moved to accept the Board Goals as written. Charles Parkhurst seconded the motion. All present voted in favor of the motion.*

Old Business – No old business was brought before the board.

New Business – A little bit from everyone was shared

Lori Proper: Things are going well at the Lake House, they have 50 rooms in inventory, and they have been pretty much sold out since August. They are opening things slowly especially considering the capacity in the restaurants. They have held some smaller meetings and social events; they recently had the Restaurant Association in for a few days. They are using the bar for event space for groups like this.

Charles Parkhurst: He is the new bank manager at the new Farmington branch, which is both old and new. The barn structure is new, but it is attached to the house (the Hathaway House which is the oldest house in Farmington). There is a conference room that can hold 18 with a few more chairs on the sides.

Steven Fuller: Bristol Sky rides were very strong this year, they are using a reservation system and it is working well. They have been “Covid busy”, selling out of space available. People are looking for things to do. Looking forward to winter, what will the skiing capacity of people on the slopes be? They are not sure yet.

David Hutchings: Sonnenberg had a pretty good August and September they were about 80% of their normal attendance through the gates. They were able to have a few socially distant weddings and receptions – up to 50 attendees. They were able to have a Garden Symposium with a Cornell Professor on wellness and nature and public gardens. They are looking forward to 1 more program “an afternoon walk” with the new horticulture professor from FLCC. They will be closing on October 31.

Dan Marshall: The County is still alive & well, we are facing a reduction in money from the State and from lowered sales tax, but overall, we are doing OK. Bristol Harbor however looks to be getting ready to take out the lodge on the property and it is an overall mystery.

Mike Roeder: Ravenwood has been doing well, it has been a good summer for golf. They will be hosting 7 weddings in October, they have 4 or 5 holiday parties scheduled, they are still waiting on word on the indoor golf simulator. They have 60 weddings on the books for 2021.

Lenore Friend: Finger Lakes Community College has had 6 positive cases, but with 700-800 on campus in some capacity each day they feel like they are doing well.

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Mike Kauffman: Eastview is about 78% of last years sales, they lost 11 stores. Half of those lost could be considered due to bankruptcy and half due to lease expiration where the vendor choose not to come back. They are starting to see an uptick in things especially with regional and local businesses. There is still no common seating area available, the food court is open at 50%. Holiday celebrations are mostly cancelled so not to draw crowds; however, Santa will still be happening, but it will look different. Bonefish Grill closed, which was the biggest surprise, Prime Steakhouse also closed, which leaves 2 restaurant locations available. There might be some interest from regional/local developments.

Meg Joseph: Ganondagan has been “Covid busy” with lots of good things going on. There are tours up to 12 people, and there is lots of trail use with those people often wandering in to the building. They have been doing a lot of virtual programming and are considering utilizing much more of a hybrid option, with the next in person event not until February with the winter games.

Mark Gilbride: Mark personally survived 2 weddings in 5 days! Lazy Acre Alpaca’s has had a good fall, many families, and small groups, although this has dropped off with school opening back up. They are utilizing self-guided tours with stations and QRC codes for their open house weekends. The gift shop and how to keep it from being overcrowded is the concern at this point. They won’t be having any satellite stores for the Christmas season just going to stay safe in Bloomfield and hope that people come to them.

Krista Johns: The Ramada Geneva Lakefront has had to stop renovations again; they will restart in November. There is only 1 floor to go. They have been giving away the furniture that they are switching out to the community. They are just starting their big 4,000 room night contract with the Army Reserve; this will take them to the end of the year and has now put them into an oversold position. The town of Geneva desperately needs Uber drivers or other group transportation. There are a lot of people wanting to be driven that can not find rides. They have not had any weddings and can’t even think about the labor needed for them right now, they are stretching the labor they do have across many jobs in the hotel right now. They are able to host 2 or 4 meetings a month.

Steve Laros: The Fairfield Inn & Suites in Geneva had a 2nd quarter that was a wash, but the 3rd quarter reached 60% of budget. They have lots of guests coming in that are a bit ill prepared for Covid issues, even with booking staff telling them to make pre-reservations at wineries. November will probably be quiet without Hobart William Smith sport traffic. They are also stretching employee labor across many jobs.

Adjourn:

Bob Bennett asked for a motion to adjourn the meeting, *Dan Marshall made the motion to adjourn the meeting. David Hutchings seconded the motion. All present voted in favor of the motion.* The meeting was adjourned at 9:22 am

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Appendix A
Budget vs Actual 8/31/2020

10:04 AM
10/03/20
Accrual Basis

Finger Lakes Visitors Connection
Profit & Loss Budget vs. Actual
August 2020

	Aug 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
41000 - Government Contracts	82,673.77	82,673.75	0.02
42000 - Grants	0.00	0.00	0.00
43000 - Private Sector	31,181.95	1,750.00	29,431.95
44000 - Interest Income	167.29	125.00	42.29
45000 - Miscellaneous Income	0.00	0.00	0.00
Total Income	<u>114,023.01</u>	<u>84,548.75</u>	<u>29,474.26</u>
Gross Profit	114,023.01	84,548.75	29,474.26
Expense			
50000 - Marketing, Sales, Promotions			
51100 - Advertising and Promotion	1,072.66	2,250.00	-1,177.34
51200 - Brochures, Collateral, Flyers	0.00	5,425.00	-5,425.00
51300 - Mailing, Info Centers, Distrib.	234.32	450.00	-215.68
51400 - Shows/Info Centers	0.00	0.00	0.00
51500 - Website	3,870.70	4,075.00	-204.30
51750 - Photo/Video/AV	1,983.63	3,500.00	-1,516.37
51800 - Research, Reports	0.00	1,000.00	-1,000.00
51900 - Brand - Strategy, Design, Comm.	4,465.15	8,230.00	-3,764.85
52000 - Partnership Dev. & Industry	0.00	650.00	-650.00
52500 - Sales	2,597.23	1,350.00	1,247.23
53000 - Cooperative Marketing	4,122.50	0.00	4,122.50
54000 - Visitor Services and Supplies	17,495.33	0.00	17,495.33
55000 - Staff Payroll	23,215.92	31,250.00	-8,034.08
55050 - Contractors for Projects	0.00	250.00	-250.00
56100 - Professional Development	0.00	0.00	0.00
56200 - Dues, Books, Subscriptions	0.00	0.00	0.00
56300 - Loc. Mtgs & Site Visits	107.41	550.00	-442.59
57000 - Brand Develop. Strategic Plan	0.00	100.00	-100.00
58000 - Economic Dev. / Product Dev..	1,735.68	650.00	1,085.68
59000 - InKind Expense	4,325.00	1,500.00	2,825.00
59999 - Other Marketing Expense - Misc.	11.85	127.00	-115.15
61000 - Technology/Information Systems	462.57	960.00	-497.43
Total 50000 - Marketing, Sales, Promotions	<u>65,699.95</u>	<u>62,317.00</u>	<u>3,382.95</u>
62000 - Operations/Admin. General	7,731.68	9,035.50	-1,303.82
66000 - Payroll Expenses	8,726.11	13,242.00	-4,515.89
Total Expense	<u>82,157.74</u>	<u>84,594.50</u>	<u>-2,436.76</u>
Net Ordinary Income	31,865.27	-45.75	31,911.02
Other Income/Expense			
Other Income			
8000 - Gain/Loss on Sale of Fixed Asset	0.00	0.00	0.00
Total Other Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Net Other Income	0.00	0.00	0.00
Net Income	<u><u>31,865.27</u></u>	<u><u>-45.75</u></u>	<u><u>31,911.02</u></u>

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Appendix B
 Balance Sheet as of 9/30/2020

10:35 AM
 10/03/20
 Accrual Basis

Finger Lakes Visitors Connection
Balance Sheet
 As of September 30, 2020

	Sep 30, 20
ASSETS	
Current Assets	
Checking/Savings	
10171 - Lyone National Bank - PPP	95,995.00
10182 - Wayne Bank CD 024125749 8/19/21	80,000.00
10181 - Wayne Bank CD1024125692 2/18/21	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	242,849.67
10125 - CNB Business Choice Savings	36,179.71
10130 - USNY Bank	77,098.43
10155 - Key Bank Matching Funds	-209.70
10160 - Five Star MultiCounty	15,134.54
10170 - LNB Capital Reserve Account	187,683.42
Total Checking/Savings	1,110,731.07
Accounts Receivable	
12000 - Accounts Receivable	1,347.02
Total Accounts Receivable	1,347.02
Other Current Assets	
14401 - Accrued Interest	2,101.86
12001 - Undeposited Funds	29.95
13000 - Petty Cash	100.00
14400 - Prepaid Insurance	6,725.44
Total Other Current Assets	8,957.25
Total Current Assets	1,121,035.34
Fixed Assets	
16000 - Fixed Assets	
16100 - Furniture and Equipment	100,830.49
16150 - Vehicle - Capital Asset	40,791.00
16200 - Accumulated Depreciation	-216,566.81
16600 - Gorham Street - Building	384,879.63
16800 - Gorham Street Land	28,420.00
16900 - Webette Development	27,500.00
16950 - Accumulated Amortization	-6,278.47
Total 16000 - Fixed Assets	359,575.84
Total Fixed Assets	359,575.84
TOTAL ASSETS	1,480,611.18
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 - Accounts Payable	-590.22
Total Accounts Payable	-590.22
Credit Cards	
21000 - Capital One Business Spark	1.54
Total Credit Cards	1.54
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

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Appendix B (continued)
Balance Sheet as of 9/30/2020

10:35 AM 10/03/20 Accrual Basis	Finger Lakes Visitors Connection Balance Sheet As of September 30, 2020	Sep 30, 20
	Total 22100 - Payroll Liabilities	23,392.02
	27000 - Cooperative Regional Programs	3,782.82
	Total Other Current Liabilities	27,174.84
	Total Current Liabilities	26,586.16
	Long Term Liabilities	
	27500 - PPP Loan	95,995.00
	Total Long Term Liabilities	95,995.00
	Total Liabilities	122,581.16
	Equity	
	32000 - Unrestricted Net Assets	1,312,901.06
	Net Income	45,128.96
	Total Equity	1,358,030.02
	TOTAL LIABILITIES & EQUITY	1,480,611.18

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Appendix C

Top Three Things 10/3/20

Compiled by Valerie Knoblauch, President and CEO

I present this quick list for the board to see what the team has completed both individually and collectively. I remain so impressed with our team during this time. They are willing to do anything toward the “good of the whole.” For instance, what other team do you know that would scrape, sand, and paint the porch and steps – prepping for safety. What a team! I thank them for all that they do!

The Brand.

We continue to slowly implement our new brand – across printed platforms and electronic platforms. Watch it roll out.

Video B-roll being acquired, first draft of video prepared.

Tracey

Per the request of Steve Fuller and Bristol Mountain, we are assisting with the bid for the NYS Public High School Athletic Association bid for the Ski Championships for 2022, 2023, and/or 2024. Leads were sent to requested hotels in Canandaigua and a bid will be submitted to NYSPHSAA in October. A decision on what years will be awarded will take place in January.

FLVC hosted 13 meeting planners from the Albany area for a virtual Meet and Paint, FLX style virtual event. Each participant received a kit which included paint supplies and a bottle of Arbor Hill Wine. Cindy Harris, our designer and a local artist, showed the group how to paint a scene of Canandaigua Lake from the deck of Sherry Brahm-French in Naples. The attendees enjoyed sipping Arbor Hill wine while learning a bit about planning meetings and events in the Finger Lakes/Ontario County.

Focused on the FLVC LinkedIn page to increase content and postings as well as followers. Have posted several times throughout the month of September and have increased our connections by 89 people in the month of September, including meeting planners and business leaders in order to grow our visibility and create top of mind awareness for potential clients and visitors.

Kendall

We had three big media wins in the past month with [Channel 8 in Rochester](#) (Heron Hill Tasting Room on Canandaigua Lake), [Well + Good](#) (Mountain Horse Farm), and [Conde Nast Traveler](#) (The Lake House on Canandaigua and Bristol Mountain).

I signed on for another year as a fall foliage tracker for I Love NY. For the month of September through mid-October, we help the state put together a visual infographic on leaf-changing colors, which has resulted in a 63% increase in visitor inquiries compared to September 2019.

Prepared a Powerpoint for Valerie to participate in a AAA Northeast webinar for their members who they are inspiring to get on the road again someday.

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Julie

We added an Indoor Air Quality Assessment to our #VisitConfidently Resource Center, and Kendall and Julie went to Victor CrossFit to see the process in person to better market it to our county businesses. This is a great way to help prepare our industry to begin the shift inside with the cooler weather. We’ve also had one done in our own house.

Continued a focus on #VisitConfidently Sanitation Bank and its services.

Masterminded the repainting of the porch and steps and a refresh of the outside of the building. We were up against the weather wall here to leave drying time to protect the fresh wood that we had put in from Spencer Powers. The team did a great job. Next year, more painting will have to be done – but that can wait until next Spring?

Prepping for the audit.

Valerie

Started the conversation with a historic restoration expert to provide information on the ceiling in the entryway office and what the needs and potential costs are for conservation. Brett Swiatek visited and will be provide a full report on this activity and help us position ourselves for a grant from the New York State Council of the Arts.

Video. Building up our library, employing services like Matt Steinberg and Mitch Steedman to produce more quick videos for presentations, social, website integration and future press releases.

Budget. Audit Prep. Personnel Management. Government Relations – specifically with the county administrator on the reopen plans, the office of economic development on strategic initiatives, and budgeting.

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/>

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/>

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**Appendix D
CREDIT CARD REPORT**

(September 30, 2020)

Type of Credit Card: General Credit Card:

Since September 2019. Capital One/ Spark Business Card

Corporate/Overall Credit Limit: \$20,000

****Valerie Knoblauch.** Intended uses: Valerie Knoblauch is the President, CEO and CFO of Ontario County Four Seasons Local Development Corporation. The intended use of her credit card is to carry out those fiscal duties as required by the corporation including, but not limited to, these general purposes:

1. Operating expenses, such as gasoline purchases which occur in random locations and on a random schedule; software programs and small technology purchases, office maintenance and supplies.
2. Capital expenses, such as computer purchases, furnishings, etc.
3. Marketing, sales, board and employee expenses, such as entertainment, educational programs, airline tickets related to the achievement of mission of the corporation

Credit Limit	Transaction-Level Limit	Cash Advance
\$20,000	N/A	\$0

Tracey Burkey. Intended uses: Tracey is the Director of Sales for Ontario County Four Seasons Local Development Corporation. The intended use of her credit card is to carry out programming for the purposes of sales and marketing. Her focus is on groups, conferences, and meetings. Her spending includes, but is not limited to, these general purposes:

1. Expenses related to sales and marketing activities, including hosting meeting planners, group leaders and VIP hosting and events and partner development, trade relations.
2. Assist in marketing and sales purchases, including, but not limited to trade show expenses, registration, lodging and travel expenses.
3. Additionally, those items authorized in writing from the President including the purchase of travel expenses. Expenses beyond the annual budget require preapproval by the President.

Credit Limit	Transactional-Level Limit	Cash Advance
\$3,000	\$500 without prior approval per credit card policy	\$0 cash access

David Lee Intended uses: David W. Lee is the Marketing Operations Manager

The intended use of his credit card is to carry out these duties:

1. Visitor Experience – Related to hosting VIP guest or hospitality training programs
2. Technology purchases in particular those related to technology, software and hardware purchases as approved by the president and within policy limits
3. Fuel for company vehicle only. Expenses beyond the annual budget and marketing plan require preapproval by the President.

Credit Limit	Transactional-Level Limit	Cash Advance
\$3,000	\$500 without prior approval per credit card policy	\$0 cash access

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Julie Maslyn Intended uses: Julie Maslyn acts as office manager and bookkeeper, as well as assistant to the President.

1. Office Administration and House Maintenance - Office, stationery supplies, and house hosting and maintenance supplies.
2. Expenses related to VIP hosting of events and other services of the organization
3. Assist in marketing and sales purchases, including, but not limited to trade show expenses, registration, lodging and travel expenses.
4. Additionally, those items authorized in writing from the President including the purchase of travel expenses for the President or staff members. Expenses beyond the annual budget require preapproval by the President.

Credit Limit	Transactional-Level Limit	Cash Advance
\$3,000	\$500 without prior approval per credit card policy	\$0 cash access

***Melissa Knoblauch**

Intended uses: Melissa is the Partner and Community Relations Manager

1. Expenses related to Public Relations and Partnership activities, including hosting travel writers and VIP hosting and events and partner development, community relations.
2. Assist in marketing and sales purchases, including, but not limited to trade show expenses, registration, lodging and travel expenses.
3. Additionally, those items authorized in writing from the President including the purchase of travel expenses for the President or staff members. Expenses beyond the annual budget require preapproval by the President.

Credit Limit	Transactional-Level Limit	Cash Advance
\$3,000	\$500 without prior approval per credit card policy	\$0 cash access

*please note that during Melissa’s maternity leave, her card has been in the office safe.

** please note that Valerie’s card was replaced on 9/30/20.

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Appendix E.

2:00 PM
 10/02/20
 Accrual Basis

Finger Lakes Visitors Connection
Profit & Loss Budget Overview
 October 2020 through September 2021

	Oct '20 - Sep 21
Ordinary Income/Expense	
Income	
41000 - Government Contracts	527,624.75
42000 - Grants	
42100 - NYS Matching Funds	0.00
42200 - Other Grants	95,000.00
Total 42000 - Grants	95,000.00
43000 - Private Sector	
43025 - Sanitation Bank	0.00
43050 - Program Revenue	23,000.00
43075 - InKind, Donated Services	9,000.00
43000 - Private Sector - Other	0.00
Total 43000 - Private Sector	32,000.00
44000 - Interest Income	4,500.00
45000 - Miscellaneous Income	875.25
Total Income	660,000.00
Gross Profit	660,000.00
Expense	
50000 - Marketing, Sales, Promotions	
51100 - Advertising and Promotion	
51150 - Social Mktg. Adv. Promotions	13,000.00
51160 - Paid advertising	5,000.00
51100 - Advertising and Promotion - Other	15,000.00
Total 51100 - Advertising and Promotion	33,000.00
51200 - Brochures, Collateral, Flyers	26,500.00
51300 - Mailing, Info Centers, Distrib.	
51325 - Fulfillment - MF	4,000.00
51350 - 800# - Matching Funds	0.00
51375 - Info Centers Expenses	2,000.00
Total 51300 - Mailing, Info Centers, Distrib.	6,000.00
51400 - Shows/Info Centers	
51450 - Displays and Giveaways	3,275.00
51475 - Trade Show Expenses	4,500.00
Total 51400 - Shows/Info Centers	7,775.00
51500 - Website	
51590 - Microsites - Landing Pages	3,000.00
51520 - Website Maintenance & Support	8,500.00
51525 - CRM Costs	9,900.00
51550 - CMS - Content Management System	32,125.00
51575 - SEO/SEM Costs	9,600.00
Total 51500 - Website	63,125.00
51750 - Photo/Video/AV	7,000.00
51800 - Research, Reports	2,500.00
51900 - Brand - Strategy, Design, Comm.	
51910 - Press Release, updates reports	1,000.00
51925 - Email Marketing Fees	2,600.00
51940 - Design, brand development	12,000.00
51950 - Content Devel. and Mgmt.	20,400.00
51975 - Media, Trade, VIP Hosting	2,500.00
Total 51900 - Brand - Strategy, Design, Comm.	38,500.00
52000 - Partnership Dev. & Industry	
52100 - Partner Program and Sales	7,500.00

A Finger Lakes Visitors Connection, Ontario County, NY
 Board of Directors Meeting – Wednesday, October 7, 2020 – 8:00 a.m.
 Via Zoom per Governor’s Executive Order on Public Meetings
 Canandaigua, NY 14424

2:00 PM
 10/02/20
 Accrual Basis

Finger Lakes Visitors Connection
Profit & Loss Budget Overview
 October 2020 through September 2021

	Oct '20 - Sep 21
52200 - Workforce Engagement & Training	4,000.00
52000 - Partnership Dev. & Industry - Other	0.00
Total 52000 - Partnership Dev. & Industry	11,500.00
52500 - Sales	
52600 - Direct Sales/ Lead Generation	17,500.00
52700 - Client Events - Fam Tours	6,000.00
Total 52500 - Sales	23,500.00
53000 - Cooperative Marketing	
53100 - Regional Transfer MF	10,500.00
53200 - Regional Coop - Non-MF	5,000.00
53300 - NYS Cooperative Opp. Fund	3,750.00
53400 - Niche Markets - Coops	5,500.00
Total 53000 - Cooperative Marketing	24,750.00
54000 - Visitor Services and Supplies	
54100 - Supplies and Promotional Items	2,000.00
54200 - Leisure In Destination Services	2,225.00
54300 - Meeting and Event Services	2,000.00
54500 - Gateways	3,750.00
54000 - Visitor Services and Supplies - Other	0.00
Total 54000 - Visitor Services and Supplies	9,975.00
55000 - Staff Payroll	
55001 - Marketing and Sales Staff	279,950.00
55020 - Interns and Casual Labor	0.00
Total 55000 - Staff Payroll	279,950.00
55050 - Contractors for Projects	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.	1,675.00
61000 - Technology/Information Systems	8,500.00
50000 - Marketing, Sales, Promotions - Other	0.00
Total 50000 - Marketing, Sales, Promotions	591,550.00
62000 - Operations/Admin. General	
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
Total 62000 - Operations/Admin. General	111,650.00
66000 - Payroll Expenses	
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

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 October 2020 through September 2021

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66005 - Payroll Processing Fees	6,300.00
66006 - HSA Contributions	7,000.00
Total 66000 - Payroll Expenses	146,800.00
Total Expense	850,000.00
Net Ordinary Income	-190,000.00
Other Income/Expense	
Other Income	0.00
Net Other Income	0.00
Net Income	-190,000.00