

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

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			
Frank Riccio, Cobblestone Creek Country Club	x		
Meg Joseph, Ganondagan State Historic Site; Friends of Ganondagan	x		
Russ Kenyon, Kenyon & Kenyon			
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

Guests: Jackie Lee – MMB; Linda Wiener – Tette and Ingersoll; Berkeley Young – Young Strategies

Call to Order – Bob Bennett, called the meeting to order at 8:45 a.m. and he called upon Jackie Lee of MMB to give the Audit and 990 report.

Audit Presentation - Jackie Lee covered the audit; the process; and the results, she reviewed the financial statements and shared that there were out of the ordinary things for an out of the ordinary year due to COVID-19. At this time Jackie reminded everyone that there was a PPP Loan (Paycheck Protection Program), which was officially turned into a grant in October, and there is a chance that not all of the 2020 Matching Funds NYS promised will be received due to the financial hits of Covid-19 on State finances. Jackie also went over Form 990, reminding everyone that this is the federal tax return required for a 501 c3, an informational return and is posted as a public document on the FLVC website, including Schedule L, which discloses relationships between individuals of a not-for-profit organization.

At the conclusion of the presentation, *Steven Laros made a motion to accept the Audit as presented by Mengel Metzger Barr; David Hutchings seconded the motion. All present voted in favor of the motion.*

Steven Laros made a motion to accept the 990 and move forward to file. Mike Roeder seconded the motion. All present voted in favor of the motion.

Valerie thanked the MMB team, recognizing that they came into the office to do the audit in the middle of a pandemic. Additionally recognizing the work of Linda and Julie in preparing for the audit in what turned out to be a crazy Covid year.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Strategic Planning – Bob welcomed Berkeley Young from Young Strategies to give a presentation on Destination NEXT. We were reminded that back in September of 2019 Berkeley presented our strategic plan Destination NEXT and the Board approved entering into our next strategic plan. Berkeley reminded us of the strategic plan and the new timeline for implementing it.

There will be a survey deployed in early January reaching not only the FLVC Board and staff but, County staff and elected officials, city and town staff, the chambers of commerce and economic development committees, and those in tourism and hospitality related fields. In Feb/March there will be a workshop to review the survey and response data, then there will be a start of a strategic plan discussion and input, finally having a strategic plan presentation targeted for April.

Valerie shared that Ontario County Economic Development is excited about this survey and would like to use the results as they look forward in their own planning.

Executive Committee Report – Bob asked Valerie to go over the meeting calendar and committee list.

Final Calendar – Valerie recognized that the current Board calendar is incomplete as far as locations of the meetings for the rest of the 20/2021 meeting year, but we are still dealing with a pandemic and the unknowns of when we can meet in person again.

Committee Appointments – Valerie addressed the committees that FLVC Board currently has and those assigned to them. She also went over some new additional committees called Task Forces, addressing their definitions and actions and appealing to the Board to volunteer to be part of these Task Forces, she will be assigning roles soon.

Official Business - *Mike Roeder moved to accept the minutes of the October Board of Directors meeting, Charles Parkhurst seconded the motion. All those present voted in favor of the motion.*

Charles Parkhurst moved to accept the Financial Reports of the October Budget vs Actual and the Balance sheet as of 11/30/20, David Hutchings seconded the reports. All those present voted in favor of the motion.

Nominating Committee - No report, no vacancies

Governance Committee – Meg Joseph thanked everyone for their participation and input in the 2020 Board Evaluation, she went over the average rating for the questions, and a few of the comments received. The evaluation was done via Survey Monkey this year and was well represented this way, those who turned their survey’s in another way were incorporated into the report.

President’s Report – Valerie thanked the Board and team members for their outreach and kindness during the time after her mom passed away

Dan Marshall reported news from the Board of Supervisors that the only change in Supervisor will be whomever the Town of Manchester appoints to replace Jeffery Gallahan after his move to replace Brian Kolb as outgoing NYS Assemblyman of district 13. Brian Young has finished his time as interim County Administrator this month with the hire of Chris DeBolt from Washington County. There was then a motion to have a resolution of gratitude for Brian Young and all his hard work at being thrown into leadership during a pandemic and his partnership with FLVC.

Resolution of Appreciation - *Dan Marshall moved that this board send a resolution of appreciation to Brian Young for his service to the county and his assistance with the Finger Lakes Visitors Connection. Charles Parkhurst seconded the motion and all present voted in favor of the motion.*

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

New Business - Round Table discussion – How are things going? –

Lori Proper – The Lake House – Things are very quiet, looking to have the largest room done mid January (another 65 rooms), events are far and few between. Thanksgiving was a slow holiday with a few in house and a few take outs. Weddings conversations are starting, keeping protocols in place, just starting to book into 2022. Still seeing guests that are escaping NYC

Steve Fuller – Bristol Mountain – making snow last couple of nights, officially opening tomorrow, as far as operations there will be limited guests (with ticket sales), must have reduced capacity, looks like that would be about 75% less on peak days. Scheduling will be important, ski and stay with vouchers, still doing beginner lesson program, and the season lift program. It will be gear up before you come or in the parking lot, food and beverage are moved outside, added a “grab and go”. No hanging out; if you aren’t skiing or snowboarding you are back in your car. Goal is to highlight what you can do, face mask required at all times, unless eating or coming down the hill.

Kendall gave a report for FLVC – A shout out to CLWT who are doing their final virtual wine tasting for the year if anyone still wants to join that. On Friday we are launching “Reindeer and Alpaca bombs on holiday zoom parties”, this is a corporate and national launch, hoping to give ourselves some national exposure at this time. And don’t forget that we still have PPE available if there is anything that you need please contact Julie in the office.

Adjourn – *Dan Marshall made a motion to adjourn the meeting, Charles Parkhust seconded, and the meeting was adjourned at 10:16 a.m.*

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Appendix A
BOD meeting calendar

Ontario County Four Seasons Local Development Corporation
d.b.a. A Finger Lakes Visitors Connection
Board of Directors Meeting and Workshop Schedule October 2020 through September 2021

The effects of Covid-19 and the ability to hold meetings has kept the location ideas to be determined. But please reserve these dates and times.

2021 FYE	DATE	TIME	Focus	Location Ideas – To Be Determined
OCT.	Wed. 10/7/20	8:00 a.m.	Annual Meeting and Regular Meeting	Zoom Meeting
NOV.	Tuesday 11/10/20	4:00 p.m.	Berkeley Young – Strategic Plan Overview Networking Opportunity Review of local elections, changes, and impacts Social hour Board Self-Evaluation Due	Strategic Plan Direction, Overview. Zoom meeting
Dec.	Wed. 12/09/20	8:00 a.m.	Finance Committee meeting to review the audit	Zoom
DEC.	Wed. 12/09/20	8:30 a.m.	Audit Presentation: Mengel Metzger Barr Berkeley Young – Strategic Plan Overview Board Self-Evaluation Due	Zoom
FEB.	Wed. 2/3/21	8:00 a.m.	Strategic Plan Update	XXXX
MARCH	Wed. 3/31/21	8:00 a.m.	Marketing Plan and Website Release	XXXX
MAY	Wed. 5/5/21	8:00 a.m.	National Tourism Week	XXXX
JUNE	Tues. 6/29/21	11:30 a.m.	2022 Budget Approval – Draft (must be after 6/25, but before 7/25)	XXXX
SEPT.	9/1/21	8:00 a.m.	Strategic Plan	XXXXXX
OCT. 2020 FYE	Wed. 10/6/21	8:00 a.m.	Annual Meeting, Budget, Business matters Final Budget	XXXXXX

Email Julie@visitfingerlakes.com or Valerie@visitfingerlakes.com _____ FLVC
phone number is 585.394.3915; Valerie cell is 585.690.4242

**Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order**

Appendix B

**2021 - COMMITTEES OF FINGER LAKES VISITORS CONNECTION -
DRAFT**

Name	General Responsibilities	Current Year Focus	DRAFT ... Chair/Members
Executive Committee	<p>Establish the Agenda for the Board Meetings</p> <p>Work with Human Resources to review staffing structure, continuity, compensation and benefits.</p> <p>Establish board goals and facilitate the board self-evaluation process</p>	<p>Overarching issues – integration across the board.</p> <p>Ensure that the right resources are in place (including human resources) to advance the plans that are articulated below.</p>	<p>Chair: Bob Bennett</p> <p>Vice Chair: David Hutchings</p> <p>Second Vice Chair:</p> <p>Secretary: Lenore Friend</p> <p>Treasurer: Steve Laros</p> <p>Immediate Past Chair: Mike Kauffman</p>
Governance Committee	<p>Keep board informed of best governance practices.</p> <p>Review Policies and Bylaws to ensure compliance with authorities and operational efficiency including, but not limited to PAAA, Ontario County, and NYS Not-for-profit law</p>	<p>Review Policies per the schedule</p> <p>Nominating for vacancy</p>	<p>Chair: Meg Joseph</p> <p>Krista Johns</p> <p>Dan Marshall</p> <p>Mike Roeder</p> <p>Steve Fuller</p>
Nominating Committee	<p>Recommend board members and ensure engagement and participation and qualifications and educational experiences necessary to be effective Board members.</p> <p>Determine need to engage additional ex-officio members</p>		<p>Chair: Lenore Friend</p> <p>Frank Riccio</p> <p>Lori Proper</p>
Audit/Finance Committee	<p>Recommend the Auditor</p> <p>Review and establish financial management/controls – fulfill responsibilities of internal and external audit process.</p> <p>Review annual budget & fiscal integrity of the corporation</p> <p>Oversee the audit process & completion of the 990</p> <p>Consider Capital projects</p> <p>Meets 2x per year at minimum.</p>	<p>To assist in the development and communication of a financial plan which anticipates a reduction in revenue for 2022; and less reserves – in addition to exploring new possibilities for revenue, etc.; including readdressing the occupancy tax issue; revisiting the TID now called tourism recovery districts.</p>	<p>Chair: Steven Laros</p> <p>Charles Parkhurst</p> <p>Sheryl Mordini</p> <p>Carl Carlson</p> <p>Russ Kenyon</p>

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Task Forces			
Diversity, Accessibility and Equity and Inclusion	Recognize that diversity brings richness; diversity brings new ideas; diversity brings growth; diversity brings dynamism; diversity brings energy; and a lack of diversity means sameness and lack of growth.	Actionable Steps Honest assessment; does our board represent our community? Public facing statement about our support and desire for this? Establish goals for diversity; make connections with influential leaders in each community	Staff: Chair: Non-Board member:
Strategic Planning and Research	Establish Organizational and community goals regarding tourism Ensure adequate, appropriate research is maintained.	Provide an aspirational plan for tourism in cooperation with Berkeley Young on the Destination Next Survey. Assess research needs and strategies; inventory	Staff: Chair: Non-Board member:
Sustainability	Sustainability sets the focus on the future. It means the item or action is generating environmental, social and economic benefits, while not using up too many resources or causing pollution. Sustainability also discusses the potential of overtourism; accessibility and organizational stability and focus in light of current events.	Assess where we are by global standards for Sustainability. Make recommendations for a program of work Reopening and innovation after COVID-19	Staff: Chair: Non-Board member:
Economic Development		To participate in the Economic Development strategic plan and provide insights into desired economic development initiatives for hospitality, tourism and lifestyle	Staff: Chair: Non-Board member:
Tourism Workforce Development and Engagement		Tourism Cares Initiative	Staff: Chair: Non-Board member: Jennilyn from Hampton Inn Eric Frarey from Heron Hill

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Appendix C

Top Three Things

12/07/20

**Compiled by Valerie Knoblauch, President and
CEO.**

Thank you everyone for the kindnesses that you extended to me and my family on the death of my mother. There were so many cards and outreaches and virtual hugs for us. We appreciate my tourism family and the sentiments that you shared.

David:

FLVC Website Project - The team has done a fantastic job on creating new content for the website. The has written, proofed, and optimized 275+ pages on for the new website. Additionally, FLVC has begun our Interactive Map project for the new website and completed the discovery phase. In the coming months, FLVC will be seeking help in testing out our new website. If you are interested in helping review and test, please contact David@VisitFingerLakes.com.

Technology and Security Audit – FLVC in coordination with Info-Adv our IT Vendor has completed our 2020 technology security audit. We are currently reviewing the recommendations provided by InfoAdv. Additionally, FLVC is taking additional steps ensure security in a “remote” setting. FLVC is currently fine-tuning systems specifically, phone systems to ensure that the staff has the resources and the ability too efficiently work in a hybrid / remote setting.

Colors and Templates – Updated all email newsletter templates in collaboration with Harris Studios. This is an interim move, as we continue to shift into our new branding, additionally you still start to see subtle changes on VisitFingerLakes.com and our social channels as we continue to evolve.

Tracey:

Hosted BOD chair from Association of School Business Officials of New York for a site tour of The Lake House and Canandaigua for a potential meeting in July, 2021. They are currently working on details with The Lake House and hope to finalize this by the end of the year.

Completed meeting planner newsletter that will be sent to our database of meeting planners the first week of December including our partner spotlight on The Lake House, our complimentary destination services and team spotlight on Kendall.

Strategic Database Research (SDR) continues to prospect for potential business. They have made over 1,200 calls on our behalf. To date they have provided 45 qualified prospects which result in new accounts and opportunities for us in the next 1-3 years as well as 103 groups who show interest but don’t have a specific meeting at this time.

Kendall:

I led the writing team on the new website, and we completed all writing and proofing of new and existing pages for the new website. Additionally, I completed SEO work on each of those pages to increase performance on Google and other internet browsers.

Launched the Where Brave Women Winter campaign in cooperative partnership with Cayuga and Seneca Counties. Highlighting women-owned business today, and historical women from our past, the website contains sample itineraries to visit the historical sites and curated listings discuss the history of each female entrepreneur.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Both in cooperation with Finger Lakes Regional Tourism Council and with our PR agency, pitched and published articles in [Conde Nast Traveler](#), [Travel Pulse](#), [Daily Mail](#), [Trip Savvy](#), [Hotel News Now](#), and [Parade](#).

Julie:

#VisitConfidently Resource Center continues to develop. I have prepared a report that we will be presenting to the Ontario County Economic Development Corporation.

Accessibility grants are nearly complete. See report for the board.

Audit! (and related stuff)

Valerie

Valerie and Tracey have both been appointed to committees for Destinations International. Valerie to the

Awards Committee and Tracey to the Small Destination Committee.

Valerie is also a judge in the HSMAI awards. These are national awards for everything from PR to Crisis Communications to Advertising.

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Appendix D
 Visitor Experience Fund

Entity	Summary from email update (late April)	Julie’s initial thoughts	Julie’s observations_6 mths later
Cumming Nature Center	<ul style="list-style-type: none"> - No start on elevator yet - In process of gathering final quotes - Goal – to have construction completed by end of summer 	They can’t really move forward until construction is allowed to begin again.	Mid-point done and Paid
Main Street Arts	<ul style="list-style-type: none"> - Not sure if really at midpoint, but at least on the way - Design of website is done, (included 4 mock ups of web design) - Currently in the build phase – longest phase due to moving large amounts of content and adding descriptions - Another update to follow once the build portion is significantly underway 	Pretty good mid-point. Great job, can’t wait to see the next steps	Mid-point done and Paid Anticipate completion well before March deadline
GCCC	<ul style="list-style-type: none"> - Civic Center is closed and events cancelled, looking to schedule somethings in June - With both sides of the skate purchase being non-essential business, this is moving very slow 	They can’t really move forward until they can purchase the skates	Not very responsive during Covid – they did shut down w/ no summer bookings. GCCC reached out in November and they are moving forward, anticipate being done before March
Fort Hill Performing Arts	<ul style="list-style-type: none"> - Looking for a reopen date of June 1. Looking to have some kind of season still - All building construction aspects are completed - All signage fully ADA compliant - In house audio system installed - Photos attached – ramp, parking, elevator, stage access, bathrooms, box office, hearing assist devices, signage Pending: <ul style="list-style-type: none"> - Website & Box office tracking (no customers, no info to track) 	Ready to be done?	Done. Paid in full

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Victor Parks	<ul style="list-style-type: none"> - April 8th reached out to make sure they could order bikes – they are at that point - April 9th Valerie responded back that the money set aside will remain dedicated to the program and to move forward 	True mid-point, once the bike is bought, done?	Government entity receiving funds. Expect to have a completed report and have a check made in full when they are ready with paperwork.
NYK	<ul style="list-style-type: none"> - Install once they are reopened (following along with Governors orders). - No timeline given for construction - Do not expect an update on timeline until after reopen 	Is Bethany not in contact with the people that she needs to be to build a timeline?	Done. Paid in full

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, December 9, 2020
Via Zoom as allowed by the Governor’s Executive Order

Appendix E

RESOLUTION OF GRATITUDE
BRIAN YOUNG, INTERIM COUNTY ADMINISTRATOR, ONTARIO COUNTY, NY

WHEREAS, Mr. Brian Young, Interim County Administrator for Ontario County from March of 2020 through mid-December of 2020, worked closely with the Finger Lakes Visitors Connection (FLVC) and team on a variety of initiatives, including by not limited to contractual matters for FLVC and COVID-19 recovery; and

WHEREAS, Finger Lakes Visitors Connection recognized the attention and information which Mr. Young shared in order to achieve the goals of recovery and stabilization of the Hospitality industry; and

WHEREAS, Mr. Young specifically endeavored to share contacts and facilitate the accumulation of resources for the #VisitConfidently Resource Center; and

WHEREAS, because of Mr. Young’s efforts the industry has found a central source for information and support for its renewal and recovery, and

WHEREAS, Mr. Young, in returning to his position as Deputy County Administrator has retained and shared his interest in assisting the industry and workforce of Ontario County into the future; now, therefore, be it

RESOLVED, That the Finger Lakes Visitors Connection does hereby recognize the partnerships which have been fostered by Mr. Young, and extends its gratitude for the hard work and dedication by Mr. Young in supporting the goals and needs of the hospitality industry during this concerning period of COVID-19; and further

RESOLVED, That the FLVC team extends its sincere thanks and appreciation to Mr. Brian Young for his service to Ontario County and the tourism industry during 2020 – and it’s common hope for a bright future of recovery; now therefore, be it

RESOLVED, That copies of this resolution be sent to Mr. Young and to Mr. Christopher DeBolt, the County Administrator.