

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, February 2, 2021 – 8:00 a.m.
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	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, David Lee, Kendall Knack, Tracey Burkey, Melissa Knoblauch

Guests: Tom Harvey – Ontario County Planning

Call to Order – Bob Bennett called the meeting to order at 9:32 a.m.

Presentations –

Electric Charging Stations. Tom Harvey with Ontario County Planning provided about a grant application to expand electric charging stations in Ontario County. This is in anticipation of the number of electrical vehicles in the future vs. traditional gas vehicles. This grant is to “plug holes” and cover rural, and vacation areas, and specifically along the Thruway to Canandaigua corridor. With the application due soon, the County is seeking interest in having these stations on your property. These are fast charging stations with a fee for the electricity. Businesses that own property that have these stations on them would benefit from those fees. They are seeking a nonbinding MOU of potential interest to strengthen the application through ChargePoint. At the conclusion of the presentation, *Dan Marshall made a motion directing the President to send a letter of support and partnership with Ontario County for the initiative. Charles Parkhurst seconded the motion. All present voted in favor of the motion.*

Rove Marketing. Rove Marketing is working across NYS with tourism agencies to gather cell phone data to ascertain geoconnections and consumer patterns. Using POI’s (points of interest) based on geographical boundaries, cell phone data can tell “who” is visiting. FLVC gets 10 POI’s as a base. We chose our 10 based on our marketing feedback. Questions were asked about sharing data and a timetable for adding more POI’s. Data would be for our information to better market, and POI’s can be added but speculation is not for a time, 6 months maybe, as they want to stabilize the initial data and may extend into additional points later.

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Restaurant Delivery Fees

Valerie presented the issue of 3rd party delivery fees in the restaurant industry. With food delivery services in some cases adding a 30% markup plus additional fees, this has been likened to scalping tickets. This market has changed because of the pandemic. Pierre Heroux (Simply Crepes) asked if this can be addressed at the county level, as has been done in at least nine other counties in the state. The Board asked several questions and shared individual experiences. Kendall reported that Monroe County is also looking to do approve legislation as well. The Board felt that this was worthy of more discussion and would like Valerie to keep an eye on this as it develops.

Official Business - *Charles Parkhurst moved to accept the minutes of the December Board meeting, Dan Marshall seconded the motion. All those present voted in favor of the motion.*

Meg Joseph moved to accept the financial reports of the November Budget vs. Actual; December Budget vs. Actual; Balance Sheet as of 12/31/20 and as of 1/31/21; P and L Statement through 12/31/20. Carl Carlson seconded the motion. All those present voted in favor of the motion.

Audit/Finance Committee – no report

Strategic Planning – Valerie touched upon the Destination Next Survey and said that we were doing very well having them come in completed. With more out there that need to be completed, we should make our goal of responses for validity. She noted that from these results, will come the board’s committee assignments. These have been held off on at Berkeley’s suggestion. These results will be compiled in March. Berkeley will be presenting in workshop style meeting at the end of March or early April. Stay tuned for this date. Thanks to all who took the time and finished.

Executive Committee Report – Bob Bennett differed to Valerie and her Marketing/Partnership/Visitor service report.

Nominating Committee – No meeting, no report.

Governance Committee – No meeting, no report

Marketing/Partnership/Visitor Services Report –

Valerie showed the Board the winter and summer website video segments, she also showed off the website front page and talked about the changes that they were seeing over the current website.

Valerie told the board that the brand standards are nearly finished and briefly went through them. This is a 64-page guide for both the team and any vendors we use for brand integrity. She also showed the Meetings Sales Sheet, which is ready to go as that market begins to reopen.

She also briefly touched upon business placements on the website considering the different variables that an entity has, such as listings, events, etc. Melissa brought up the point that on a case-by-case situation we are tuned in to the priorities and can offer a partnership program fee for additional placements and listings.

President’s Report –

The Top Three Things - The top three things were included in the Board packet, please read them the staff has been very busy over these few weeks.

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President’s Report (continued)

Lifestyle Marketing - Valerie talked about a recruitment campaign to bring practicing lawyers to the 7th District Court or to independent practice in this area. We have had a request to This concept was brought to us by the court, recognizing that our messaging to live here and work here are appropriate right now. We are envisioning a spin-off of this campaign for other professions and should be able to tie into the Ontario County Office of Economic Development new strategic plan. Assets being developed for this type of campaign are video, photos, comparative costs charts and eventually a micro-site on our website.

Old Business

Visitor Experience Fund - Valerie reported that the Visitor Experience Fund was coming along with two finished, two nearly there and two that are taking more time because of COVID. She asked that there be a motion to extend the MOU completion date of March 1, 2021 to August 31, 2021 to help make sure that everyone can finish this out and still be done in this fiscal year. *Carl Carlson made a motion to offer an extension of time on the original MOU completion date for the Visitor Experience Fund projects to August 31, 2021. Lenore seconded the motion. All those present voted in favor of the motion.*

New Business

Round the table discussion – How are things going?

David Hutchings reported that they have a partnership with the Lake House for snow shoeing and cross-country skiing on the mansion grounds. **Lori Proper:** the largest building of 65 rooms and yoga studio will be open the week after next. The spa has been delayed until late May due to some changes: the rooms will be bigger and there will be outside saunas, outside showers, and gardens. **Mike Kauffman:** Dicks Sporting Goods will be opening on March 19th, and there are 4 more stores signed to come in. There is a way to go for the mall to get back to where they were after taking such a big hit due to COVID, but there are positive signs. The closing of Lord and Taylor is a bit of a moving target with it looking like it will be late February. They own that space and are moving to market it. **Mark Gilbride:** They are still going strong; it is a Christmas season that turned into a winter season. Their first snow yoga will be this coming weekend. They are up 14% across over last year. **Steve Fuller:** reducing capacity at Bristol has helped to move people off peak times and they are having a good season. Looking forward to summer too. Right now, they are waiting for New York State to release their waterpark reopening guidelines. **Mike Roeder:** they have been fielding calls about weddings. It is good news about the Governor’s changes to allowing more guests at weddings. The new guidelines are overwhelming, and there is a concern for enforcement. Mike is also looking forward to the golf season but are concerned about the Canadian market due to the border still being closed. They are beginning to see fall bookings. **Bob Bennett:** things are good at Homewood Suites, they have booked a big long-term booking, into April with the possibility of an extension. They have consistently been over 50% full.

Adjourn – Charles Parkhurst made a motion to adjourn the meeting at 11:08 a.m. David Hutchings seconded the motion. All present approved the motion.