

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Wednesday, May 5, 2021 – 8:00 a.m.
Ravenwood Golf Club

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, Tracey Burkey
 Guest: Berkeley Young

Call to Order – David Hutchings called the meeting to order at 8:00 am

Official Business

Motions concerning previous minutes of the March Board of Directors meeting and the financial reports: March 2021 P and L; March 31 Balance Sheet, we delayed until the June 9th Board meeting.

Audit/Finance Committee –

Executive Committee Report –

Valerie pulled the newly designed website up for everyone to see. She also gave a shout out to Tracey who had just submitted our accreditation documents to Destinations International. This is a crisis management plan, and the report was long and a bit tedious. Great job Tracey!

Strategic Planning Working Session –

Facilitated by Berkeley Young, who gave us a presentation on Ontario County’s Destination Next survey and began outlining what will become our next strategic plan. It will come down to 1 plan with 4 strategic pillars: Marketing, visitor experience, workforce, and sustainability, image, and awareness.

There was good discussion on the finer points of what the pillars will be made up of, who will take the direction on some things.

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Nominating Committee – No meeting, no report

Governance Committee –

Tracey recently submitted our plans for Destination Accreditation, which included a Crisis Communications Plan, and a Business Continuity and Management Plan.

Marketing/Partnership/Visitor Services Report

Valerie showed the board our new website and header video, she encouraged everyone to take the time to go through our website and see the improvements.

The County Board of Supervisors recently acknowledged May 2-8 2021 as National Tourism Week.

Valerie commented on our Roam the Empire Participation – where the counties of New York are working together to promote New York.

President's Report

- a. Top NEXT Three things
- b. American Rescue Act

Old Business

New Business

Executive Session for the purposes of personnel.

Adjourn - Meeting was adjourned at 10:42 am

Note:

Meeting Scheduled to adopt the Strategic Plan – June 9 8:30 a.m. @ NY Kitchen with Guest Don Welsh from Destinations International

Next Meeting scheduled for June 29, 11:30 a.m. No location as of yet. Focus on Budgets.