

A Finger Lakes Visitors Connection, Ontario County, NY
 Board of Directors Meeting – Tuesday, July 19, 2022 – 8:00 a.m.
 Economic Development Meeting Room, Ontario County Building, Canandaigua, NY 14424

Board Member Attendance:	Present	Excused	Absent
David Hutchings, Sonnenberg Gardens - Chair of the Board	x		
Lenore Friend, Finger Lakes Community College – Vice Chair	x		
Charles Parkhurst, Lyons National Bank - Board Secretary		x	
Steven Laros, Fairfield Inn & Suites Geneva - Board Treasurer	x		
Bob Bennett, Retired Hotelier - Immediate Past Chair	x		
Mike Kauffman, Eastview		x	
Mike Roeder, Ravenwood Golf		x	
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast		x	
Steve Fuller, Bristol Mountain	x		
Frank Riccio, Cobblestone Creek Country Club		x	
Russ Kenyon, Boylan Code	x		
Mark Gilbride, Lazy Acre Alpacas	x		
Dan Marshall, Ontario Co. Board of Supervisors, Town of South Bristol	x		
Lori Proper, The Lake House on Canandaigua	x		
Lisa FitzGerald, Finger Lakes Winery Tours, Feathers and Tails Farm	x		
Sherry Brahm-French, Arbor Hill Grapery & Winery		x	
Mike Darling, Crafty Ales and Lagers	x		

Staff: Valerie Knoblauch, Julie Maslyn

Call to Order, Attendance, Welcome and Introductions

David Hutchings called the meeting to order at 8:00 a.m.

Consent Agenda. The consent agenda consisted of the May 11, 2022 minutes, financial reports: Budget vs. Actual for 5/31/22; 6/30/22; 10/01/21 – YTD; Balance Sheet as of 6/30/22; Profit and Loss through 6/30/22, and the President’s credit card report dated July 13, 2022.

Bob Bennett moved to approve the items on the Consent Agenda. Mark Gilbride seconded the motion, all present voted in favor of the motion.

President’s Report

Valerie recognized the commitments of board members to a short meeting today, as people had to return to their offices and other commitments. She asked anyone who needed clarification or more background to please advise on that and she would. She wants to respect their time and not appear to be rushing things through.

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President’s Report, continued

Valerie addressed the resolution which had been sent to the board to give her the authority to have for grant writing. This resolution will indicate to a grantor that she has such authority and that ultimately, the board retains the authority to accept or decline any grants for any reason. She shared a notification that could go to the board for approval as a second step. This concept had been reviewed by the Executive Committee and the Finance Committee, and it follows a model from Sonnenberg as a not-for-profit. Chair Hutchings asked for any

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questions. Hearing none, *Dan Marshall made a motion to approve the Grant seeking Authority and Resolution. Russ Kenyon seconded the motion, and all present voted in favor of the motion. See Attachment A.*

Valerie gave a brief overview of some of the grants coming available:

CFA – would be a good fit for the blue signs project, which is to inventory the blue historical markers in Ontario County, upgrade any that are in rough shape, and then partner with a company that can build an augmented reality experience with each sign.

Market NY – this grant is only available to TPA's. Encouraged to participate as a group, we are looking to form a group with Lake Placid, Lake George, Otesaga Lake, Chautauqua Lake. It is ½ million to market the lake resort meeting markets. Applications for this program are due August 24th.

Historic Preservation – seeking out funding to repair/restore the ceiling in the Visitor Services room of our office, make other necessary modification which can also result in the building being accessible.

Tourism Master Plan – This plan is a longer term vision destination management plan. It can cost between \$100,000 and \$250,000. The County taskforce overseeing the American Rescue Plan did not approve FLVC's request for some to fund this plan, citing the desire to see more information. Valerie was encouraged by County Administrator DeBolt to provide more information as to its benefits. She will do that in August. It is important that we budget some of our own funds, and that we seek additional potential matching grant opportunities.

HR Update - Valerie touched upon further transitions in the office. Zach (content manager) has left to be a stay-at-home dad, and Ben's part-time Destination Concierge. Ben accepted full time hours from his other part-time job at Lollypop Farms. Valerie also noted that we are not getting many applications for our full-time job, with a former title of Business Analyst and Marketing Strategist. Amanda from HR One has our job description. She has recommended a modification in title, and also some paid click results through Indeed. Valerie noted that it is imperative that we do extra due diligence, in particular because we have an "internal" candidate; we need to make sure all are held to the same standard of process. Amanda and others cautioned that this market is still tough to get candidates. Applications close July 30. Interviews are in mid-August.

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Committees of the Board

Executive – David Hutchings noted that Valerie had covered the topics that had been reviewed by the Executive Committee.

Finance and Audit

Steve reported that the Finance Committee met on June 23rd. He noted that they had talked about renewing the CD's and the timing of that. He said their recommendation is to wait for the rates. Lisa Fitzgerald clarified that it would be a good tactic to leave enough liquidity that was necessary for the upcoming budget, capital budget, etc. and to illustrate the program commitment costs. He also noted that they had conceptually talked about the budget amounts. There was support at that committee to do the Visitor Experience Fund again.

Budget. He asked Valerie to clarify the specifics of the budget. She reviewed the process was that the board approved budget needs to be posted on PARIS by the end of July. Thus, it is on the agenda for today. Valerie will present what the board approves to the county committee in August. This is the time that outside agency budgets are addressed. Finally, we need a budget in October for the beginning of our fiscal year. That budget

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cannot be fully developed until we get the third quarter of occupancy tax collections from Ontario County. These will come in usually around the last week of September from Gary Baxter, the county treasurer.

Valerie addressed this year's first budget in two ways. One is the revenue side, the second is the expense side. She noted that predicting the revenue is a challenge between COVID and all the changes in our product inventory since 2018. Valerie showed the board three scenarios so that they could advise on which revenue estimation they were most comfortable with. They chose the middle scenario which would predict about a 25% increase in the third quarter.

On the expense side of the budget, Valerie noted the increase in costs across the board, she also shared the concern for salaries. It is difficult to compare the last two years in costs because they were so out of whack with regard to marketing expenditures being put on hold to reserve budget and also for lack of market attention. Now, things are coming back full steam, and programs must be reinvested in to be competitive. She noted the return of the Visitor Experience Fund and the funding for the Master Plan. There were a few questions from the board, which were addressed. Valerie reminded everyone of our policy on reserve funds as well. This number is yet to be determined. *Steve Fuller moved to accept the 2023 budget as presented, Steven Laros seconded the motion. All present voted to approve the motion. See ATTACHMENT B.*

Capital Project budget and plan. Valerie reminded everyone that our plan (2017 to 2022) was coming to an end. She had reviewed a 2023-2028 plan across committees and would like to move forward.

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A discussion ensued on the 2023-2028 plan. Still more data needs to be gathered. There was considerable discussion about the integrity of the budget number and how to achieve more specificity. She said that some of this information would be necessary for the grant process. Valerie indicated that she knew she needed to shore up the numbers. The board understood that these were estimates and felt that more solid budget numbers would be helpful, but for the time being is in favor of approving a plan that stays within the numbers that were presented here. After this discussion and more clarification, *Lenore Friend moved approval of the capital budget plan in general and that more specifically that the 2023 capital budget be capped at \$160,000. Russ seconded the motion. All present voted to approve the motion.*

Governance

Lenore spoke on the Governance Committee meeting from June 21. Specifically, the board had an open question about meetings, post-covid. We had promised to look at the county policy. Valerie had just received that yesterday and shared it this morning. The county has adopted hybrid meeting parameters. The Governance Committee feels that it would be a good fit for us as well. That policy is until July 2024; and gives guidelines on virtual meeting and voting rules. After the brief discussion, *Lenore made a motion that we adopt the hybrid County meeting parameters, Bob Bennett seconded the motion and all present voted to approve. See Attachment B.*

Nominating

No report. There will need to be a meeting in August.

Strategic Initiatives Task Force Reports

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At the recommendation of several different committees of the Board. **The Visitor Experience Fund 2022** is going to stay an accessibility grant fund, it will unroll just like the previous one which worked very well. The date of the program would be for projects to start in October of 2022 and must be completed in December of 2023. *Dan Marshall moved to approve a release of the program guidelines and the associated funding of \$25,000 for a Not-for-Profit Visitor Experience fund with a focus on accessibility. Lori Proper seconded the motion, and all present voted in favor.*

Visitor Experience Fund – Private Sector. Valerie had proposed that we do a second fund focused on accessibility, but this one be for Profit entities – private sector tourism businesses. She noted that if private businesses also improved their accessibility it is a win for our destination and our visitors to the destination, and put us in a positive, forward motion position for our “Accessibility for All” position. She further suggested that the requirements would be similar in that it would be a matching grant and there would be a \$25,000 first year basis. A maximum grant would be for \$5,000. Valerie shared an Erie, Pa model noting that our fund could be modeled after that. All basic elements should remain the same for the VEF.

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Visitor Experience Fund – Private Sector, continued.

Two differences would be that private sector would be a reimbursement project with the private sector completing the work and then getting reimbursed on a 50/50 match up to the amount of the grant. Lenore asked about our capacity to start a new initiative. Valerie felt we should move forward and that we would be able to handle it. Much of the work will occur next year and the guidelines are already prepared. *Lenore Friend made a motion to release the funds for a second Visitor Experience fund on accessibility for the For-Profit sector, or private sector. Bob Bennett seconded the motion and all present voted in favor.*

Marketing Report

Valerie reported to the Board that FLVC received a NYSTIA – Platinum Award for Brand Standards Project. This award is for work that we did and the reference manual that we produced, and is a project that will live on and set a bar for standards for many years to come. She will be presenting on this in October at the NYSTIA Annual meeting.

Old Business

New Business

How’s Business/Good News/Announcements/Round the Table

Dan Marshall reported that he received an email from a man in Pittsford with a picture of himself holding one of the monoscopes from the County 12 outlook. Someone from the South Bristol highway department was dispatched to check it out and a set screw had come loose and allowed the scope to become loose. It was fixed and a note was made to keep an eye on the set screws.

Valerie reported that she and Tracey visited the not yet open Hotel Canandaigua with the new GM. . Right now, the hotel has an opening target date of anywhere from January to May of 2023.

David Hutchings reported that Sonnenberg has Arts in the garden coming up and they have many music in the garden events still to do this season

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Adjourn

Russ Kenyon moved that the meeting adjourn at 9:03, this was seconded by Dan Marshall and approved by all those present.

Next Meeting: October 5. 11:30 am – 1:00 – Annual Meeting, budget, business matters – policy updates, final budget

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ATTACHMENT A
ONTARIO COUNTY FOUR SEASONS LOCAL DEVELOPMENT CORPORATION
GRANT SEEKING AUTHORITY AND RESOLUTION

WHEREAS, a variety of programs have become available identifying grant resources for Destination Marketing Organizations, Local Development Corporations, and not-for-profit 501c3 status organizations; and

WHEREAS, the Board of Directors wishes to maximize its fiduciary responsibility and recognizes that the pursuit of such grants provides opportunities to extend budget and launch initiatives to achieve its goals more expeditiously and economically; and

WHEREAS, Ontario County Four Seasons Local Development Corporation recognizes that these grant programs may be aligned with strategic or operational goals in Finger Lakes Visitors Connection's strategic or master plans, capital project plans, or marketing plans; and

WHEREAS, applications for these programs require varied, short-term deadlines and different amounts of matching funds or in-kind services or partnerships, thus necessitating flexibility, raising turn-around challenges, and grant writing acuity to ensure the best application of people and financial resources; now therefore be it

RESOLVED, that the Board of Directors empowers and directs the President of Finger Lakes Visitors Connection to actively pursue opportunities, align resources, and position the organization as competitive for such grants using such resources; and be it further;

RESOLVED, that President of Finger Lakes Visitors Connection shall use this resolution as the authority and back up to apply for such grants, including such specifics as may be needed by the grantor; and be it

FINALLY RESOLVED, that the Board of Directors retains its authority and fiduciary responsibility for approval and acceptance of successful grant applications.

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ONTARIO COUNTY FOUR SEASONS LOCAL DEVELOPMENT CORPORATION
d.b.a. A Finger Lakes Visitors Connection
GRANT ACCEPTANCE RESOLUTION

RESOLVED, that Ontario County Four Seasons Local Development Corporation, d.b.a. A Finger Lakes Visitors Connection (FLVC) applied for financial support from the GRANTING AGENCY NAME HERE – EXAMPLE - New York State Office of Parks, Recreation and Historic Preservation (“OPRHP”) under the [name of grant program or authorizing law, e.g., Recreational Trails Program, or Title 9 of the Environmental Protection Act of 1993, or other] for the purpose of funding the [project name]; and

RESOLVED, that Ontario County Four Seasons Local Development Corporation is authorized and directed to accept these grant funds in an amount not to exceed [amount of grant award] for the project described in the grant application;

RESOLVED, that FLVC is authorized and directed to agree to the terms and conditions of the Master Contract for such [project name]; and

RESOLVED, that the Board of Directors delegates signing authority to execute the Master Contract and any amendments thereto, any required deed of easement, and any other certifications to the individual(s) who hold(s) the following corporate office(s) or employment position title(s): President, CEO or Chair of the Board.

I, [name of individual holding the office of Secretary], Secretary of Ontario County Four Seasons Local Development Corporation hereby certify that the foregoing is a full, true, and accurate copy of a resolution duly and regularly adopted by the Board of Directors of this Corporation, at a meeting of the Board held on XX/XX/XXX at which quorum was present, and the required majority of Directors voted in favor of this resolution. I further certify that this resolution is still in full force and effect and has not been revoked or modified.

Dated: _____

Signature: Affix Corporate Seal/Stamp Here
Secretary

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ATTACHMENT A

Budget 2022-2023

	Budget
	Oct '22 - Sep 23
Ordinary Income/Expense	
Income	
41000 · Government Contracts	1,410,000.00
42000 · Grants	
42100 · NYS Matching Funds	78,000.00
42200 · Other Grants	48,000.00
Total 42000 · Grants	126,000.00
43000 · Private Sector	
43050 · Program Revenue	25,000.00
43075 · InKind, Donated Services	12,000.00
Total 43000 · Private Sector	37,000.00
44000 · Interest Income	1,920.00
45000 · Miscellaneous Income	1,900.00
Total Income	1,576,820.00
Expense	
50000 · Marketing, Sales, Promotions	
51100 · Advertising and Promotion	
51150 · Social Mktg. Adv. Promotions	66,600.00
51160 · Paid advertising	30,000.00
51100 · Advertising and Promotion - Other	0.00
Total 51100 · Advertising and Promotion	96,600.00
51200 · Brochures, Collateral, Flyers	48,000.00
51300 · Mailing, Info Centers, Distrib.	
51325 · Fulfillment - MF	9,100.00
51350 · 800# - Matching Funds	0.00
51375 · Info Centers Expenses	6,500.00
Total 51300 · Mailing, Info Centers, Distrib.	15,600.00
51400 · Shows/Info Centers	
51450 · Displays and Giveaways	13,250.00
51475 · Trade Show Expenses	13,600.00
Total 51400 · Shows/Info Centers	26,850.00
51500 · Website	
51590 · Microsites - Landing Pages	26,000.00
51520 · Website Maintenance & Support	13,400.00
51525 · CRM Costs	10,000.00
51550 · CMS - Content Management System	31,600.00
51575 · SEO/SEM Costs	30,000.00
Total 51500 · Website	111,000.00

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51750 · Photo/Video/AV	14,750.00
51800 · Research, Reports	53,000.00
51900 · Brand - Strategy, Design, Comm.	
51910 · Press Release, updates reports	3,600.00
51925 · Email Marketing Fees	1,300.00
51940 · Design, brand development	54,000.00
51950 · Content Devel. and Mgmt.	66,000.00
51975 · Media, Trade, VIP Hosting	<u>17,600.00</u>
Total 51900 · Brand - Strategy, Design, Comm.	142,500.00
52000 · Partnership Dev. & Industry	
52100 · Partner Program and Sales	10,000.00
52200 · Workforce Engagement & Training	13,600.00
52000 · Partnership Dev. & Industry - Other	<u>0.00</u>
Total 52000 · Partnership Dev. & Industry	23,600.00
52500 · Business Dev. (Sales)	
52600 · Direct Sales/ Lead Generation	32,000.00
52700 · Client Events - Fam Tours	<u>10,000.00</u>
Total 52500 · Business Dev. (Sales)	42,000.00
53000 · Cooperative Marketing	
53100 · Regional Transfer MF	35,000.00
53200 · Regional Coop - Non-MF	21,000.00
53300 · NYS Cooperative Opp. Fund	25,000.00
53400 · Niche Markets - Coops	<u>12,000.00</u>
Total 53000 · Cooperative Marketing	93,000.00
54000 · Visitor Services and Supplies	
54100 · Supplies and Promotional Items	4,000.00
54200 · Leisure In Destination Services	9,600.00
54300 · Meeting and Event Services	14,500.00
54500 · Visitor Experience Fund	58,500.00
54000 · Visitor Services and Supplies - Other	<u>0.00</u>
Total 54000 · Visitor Services and Supplies	86,600.00
55000 · Staff Payroll	
55001 · Marketing and Sales Staff	399,000.00
55020 · Interns and Casual Labor	<u>3,000.00</u>
Total 55000 · Staff Payroll	402,000.00

2,000.00

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55050 · Contractors for Projects

56100 · Professional Development	18,000.00
56200 · Dues, Books, Subscriptions	15,500.00
56300 · Loc. Mtgs & Site Visits	7,200.00
57000 · Brand Develop. Strategic Plan	13,800.00
58000 · Economic Dev. / Product Dev..	54,900.00
59000 · InKind Expense	12,000.00
59999 · Other Marketing Expense - Misc.	2,400.00
61000 · Technology/Information Systems	22,900.00
50000 · Marketing, Sales, Promotions - Other	<u>0.00</u>
Total 50000 · Marketing, Sales, Promotions	1,304,200.00
62000 · Operations/Admin. General	
62050 · Automobile Expense	9,700.00
62100 · Bank Service Charges	330.00
62200 · Furnishings and Equipment	4,000.00
62225 · Hosting and Meeting Expenses	7,500.00
62300 · Insurance Expense	10,800.00
62400 · Office Supplies/Stationery	3,800.00
62500 · Professional Services	23,700.00
62600 · Repairs and Maintenance	9,200.00
62700 · Taxes	10,800.00
62800 · Telephone , Postage, Email	10,000.00
62900 · Utilities	11,100.00
62999 · Misc. and Reserve Additions	<u>6,090.00</u>
Total 62000 · Operations/Admin. General	107,020.00
66000 · Payroll Expenses	
66001 · Gross pay operations	90,000.00
66002 · Employer Payroll Taxes	28,800.00
66003 · Benefits	19,800.00
66004 · Employee Retirement	14,000.00
66005 · Payroll Processing Fees	6,500.00
66006 · HSA Contributions	6,500.00
66007 · Wellness Benefit	0.00
66000 · Payroll Expenses - Other	<u>0.00</u>
Total 66000 · Payroll Expenses	<u>165,600.00</u>
Total Expense	<u>1,576,820.00</u>