

**A Finger Lakes Visitors Connection, Ontario County, NY**  
**Board of Directors Meeting – Wednesday, October 5, 2022 – 11:30 a.m.**  
**The Lakehouse on Canandaigua**  
**Canandaigua, NY 14424**

<b>Board Member Attendance:</b>	Present	Excused	Absent
David Hutchings, Sonnenberg Gardens - Chair of the Board	x		
Lenore Friend, Finger Lakes Community College - Vice Chair of the Board	x		
Charles Parkhurst, Lyons National Bank - Board Secretary		x	
Bob Bennett, Retired - Immediate Past Chair of the Board	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 County Board of Supervisors, Town of South Bristol	x		
Lori Proper, The Lake House at 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: V. Knoblauch, J. Maslyn, T. Burkey, J. VanDeMar, S. Laros, P. Rose

Guests: Jackie Lee, Mengel, Metzger, Barr

**Call to Order, Attendance, Welcome and Introductions.**

Board members welcomed Steven Laros as our Director of Operations. Steven started on September 14<sup>th</sup>. He is an experienced board member and eager to get going in his new role.

Lenore Friend called the meeting to order at 11:30 am and introduced our guest, Jackie Lee of Mengel Metzger Barr. Jackie Lee presented the Communication of Planning Matters (see Attachment A) which detailed the objectives, the audit approach, and New Developments. She noted information on leases (of which we have none) and on the presentation of in-kind gifts which will require more reporting as to whether the assets were monetized or used during the period of receipt. Jackie asked the board if they had any particular items that they would like to address in Executive Session. No board members requested executive session.

Valerie had provided information to the Board regarding a request by Mengel Metzger Barr for fee adjustment. Jackie noted changes in costs since the original 5-year quote. The new rates would be \$9,500 for the 2022 audit and for 2023 an anticipated \$11,800. Valerie addressed the question of rebidding for the future. She indicated that our schedule is to rebid during 2023 anyway. *Dan Marshall moved to approve the fee adjustments for Mengel Metzger Barr for 2022 and 2023. Sherry Brahm-French seconded the motion, all present voted in favor of the motion.*

Jackie addressed the question of Mengel, Metzger Barr's recent merger with Albany area's Marvin and Company. She noted that it would not change our relationship, but gave them a new stake in another market and cybersecurity experience.

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Jackie reiterated that FLVC had last fiscal year obtained all of the tax credits (retention, etc.) available through the various COVID relief programs. Hearing no further questions, and confirming that the audit would start on October 31, Jackie left the meeting at this time.

**Consent Agenda:**

*Russ Kenyon moved to approve the items on the Consent Agenda. Dan Marshall seconded the motion, a note was made that Russ Kenyon's affiliation should be with Boylan Code since July and going forward, all present voted in favor of the motion.*

**Calendar of the 2022/2023 Board meetings:**

Minutes of July 19, 2022

Budget vs. Actual - July and August and Year to date;

Balance Sheet as of 8/31/22; 9/30/22;

P and L through 9/30/22;

Credit Card Report as of 9/30/22;

Disposition of fixed assets: Valerie's Laptop (L3) from 2019 (yoga 940 14" Gray) and the Optiplex 9030 AIO (most recently Zach's computer-D6); Optiplex 7060 - (most recently used as admin computer D-8); and the Latitude 3470 Presentation Laptop (L6).

David Hutchings joined the meeting at this point, thanked Lenore for starting and took over as chair.

**Finance:** David called on Steven Laros to present the operating and investment plan Steve detailed attention to the policies for operating and capital reserve; staying within the FDIC limits for all accounts; and reinvesting cash from CD's which had matured in the last six months. After analyzing rates from about five local banks, his recommendation was to open a new brokered account at Merrill Lynch and spreading the investments and maturation dates and subject to market rate using the following as an example:

\$150,000 - 6 mo as of 10/5 3.85%,

\$200,000 - 9 mo as of 10/5 3.95%,

\$150,000 - 12 mo of 10/5 4.05%.

18 mo. is also a possibility.

*Mike Roeder moved to invest \$500,000 with Merrill Lynch on a metered timeline as advised by the broker that would maximize results and stay within board investment policy and reserve policy.*

*Mark Gilbride seconded the motion, all present voted in favor of the motion.*

**2022/2023 Budget:** Valerie shared that she had received the memo from Gary Baxter, Ontario County Treasurer, detailing occupancy tax collections. She also noted that she had shared the entire excel spreadsheet with the board so that all members could see the history of collections, the manner in which the formula works, and the comparative year over year changes. For the 2023 Budget, the difference from what was presented in June was \$70,000 more.

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Valerie shared that the marketing team at FLVC suggested that the highest ROI for these additional funds would be for Winter marketing and to put towards the Destination Master Plan, since the county had turned down our request for American Rescue Plan Funds.

*Bob Bennett moved to approve the budget and contract for \$1,480,678. Mike Kauffman seconded the motion, all present voted in favor of the motion.*

**Capital Projects Budget:** Steve L. addressed his attention to the Capital Projects Budget for 2023-2028. Tighter numbers had been gained and formulas were checked. This remains within the approved budget from our July meeting. Lenore noted one other question about the Visitor Experience Fund, and Steve addressed that to make sure it was in the correct category.

**Official Depositories and Media Outlets:** David Hutchings asked for a motion to reconfirm our official depositories; and to establish our official media outlets.

Canandaigua National Bank - Checking

Canandaigua National Bank - Savings

Key Bank, Canandaigua - NYS Matching Funds

Five Star Bank - Multi-County Cooperative Marketing Account

Five Star Bank - Secondary Savings Account

Wayne Bank - Cash Account

Lyons National Bank - Capital and Fixed Assets Account

Lyons National Bank - Payroll Protection Program Funding

Capital One Business Card - credit card

Line of Credit - Five Star Bank - \$75,000 revolving

Merrill Lynch - Reserves - Primarily Operating

**Official media outlets;**

Finger Lakes Times, Daily Messenger, VisitFingerLakes.com/partners

*Russ Kenyon made a motion to approve the list of official depositories and the official media outlets. Mike Roeder seconded the motion, all present voted in favor of the motion.*

**Executive Committee:** David Hutchings referred to Board Goals and Accomplishments for 2022. Since it was difficult for all to see on the screen, Steve reviewed them and the board agreed to adopt them. *Frank Riccio made a motion to acknowledge the Board Goals and results for 2022 (Attachment B) He also moved the adoption of the Board Goals for 2023. (Attachment C) and directed that both be posted on PARIS as required. Lisa FitzGerald seconded the motion, all present voted in favor of the motion.*

Committee appointments still need to be made. These will be ready by December.

**Nominating Committee:** Frank spoke on behalf of the committee in the excused absence of Charles Parkhurst, nominating chair and secretary of the board.

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**Nominating Committee, continued:**

*Frank Riccio made a motion and Russ Kenyon seconded the motion to nominate the following officers of the Finger Lakes Visitors Connection Board for the 2022/2023 fiscal year.*

*David Hutchings, Chair*

*Lenore Friend, Vice-Chair*

*Charles Parkhurst, Secretary*

*Lisa FitzGerald, Treasurer*

*All present voted in favor of the motion.*

*Frank Riccio made a motion to renew the terms of Sherry Brahm-French, Sheryl Mordini, Russ Kenyon, for three years, with terms to expire on September 30, 2025. Steve Fuller seconded the motion, all present voted in favor of the motion.*

*Frank Riccio made a motion to nominate Darren Holden, General Manager of Hotel Canandaigua of Canandaigua, to fill the expired term of Steven Laros, to a 3-year term expiring on September 30, 2025. Dan Marshall seconded the motion, all present voted in favor of the motion.*

Frank pointed out that the nominating committee has a bit more work to do to fill the unexpired term of Bob Bennett, as Bob transitions off the board in his retirement. Bob's term expires in 2023. David Hutchings commented that Frank Riccio's term is expiring, and he will be stepping off the board, creating a vacancy for a three-year term. David commended Frank for his board service since 1989. This makes him the longest tenured current board member. Frank was invited to come to our December holiday party so that we may celebrate his service in style.

The group took a brief recess at this point to have a board picture taken of our annual meeting. During that recess, Chris Pulito, General Manager of the Lakehouse addressed the group commenting and encouraging more endeavors in winter marketing, noting that the hotel was an "easy sell" for the summer and hopefully our emphasis could combine with theirs to fill rooms during the offseason.

The board returned to the meeting. Mike Kauffman left for another commitment at this time.

David read a Resolution of **Sympathy - Alexa F. Gifford** (Attachment D) who was a past board member who recently passed away. *Dan Marshall moved the resolution of sympathy for Alexa. Russ Kenyon seconded the motion and all present voted in favor of the motion.*

**Governance Committee:** No update as we are waiting on final language from HR One to update the employee manual and the board policy manual.

Julie reported that the board members will be receiving a Survey Monkey form for the 2022 Board Self Evaluation, as is required from the State. Compiled results will be part of the December Board meeting.

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**Old Business:** Valerie reported that she had received permission from Tracey Burkey and Mike Manikowski to use the tourism cares fund to sponsor Addison Sabbour – a Victor high school student attending the International Career Development Conference in April 23 – 26 of 2022. We look forward to a report from Addison on the conference. This zeroes out the Cares Fund, which was part of the multi-county bank account.

**Marketing and Visitor Services:**

Tracey reported that in 2 weeks we will be having a Harvest Partnership Workshop with Gary Hernbroth. This meeting will be the afternoon of Tuesday October 18<sup>th</sup>, followed by FLVC's Legacy awards. These meetings will be at Bristol Mountain.

Tourism Thursdays – Tracey was encouraged that Tourism Thursdays were back. It's a quick, fun way to get to know a business and have a short round table discussion on an interesting topic, The first one is October 6 at 3:00 at Coho, the new pizza place that is part of Seager Marine; the round table discussion will be Winter Marketing.

Meetings are Back! – Tracey reported that she is seeing 3-4 requests a week, and she is concentrating on mid-week, small group leads. There is more to come.

Literature Exchange – Jessica reported that there will be a fall Literature Exchange, after this meeting. FLVC just released our newest brochure, Top 50+. This will be distributed at the literature exchange. The NY Kitchen has offered to host after the exchange. All are welcome.

**Visitor Experience Fund – Accessibility for All:** The private sector fund is ready to be released, pending board approval. The fund is a near mirror of the Not-for-Profit VEF modeled after Lake Erie and the Shores program. Significant differences are that the private sector has to fully fund upfront and grant funds are reimbursed upon full completion of the project and paperwork. Timing of the both Visitor Experience Funds require project completion by December 2023. (See attachment E). *Russ Kenyon made a motion to approve the funding and program guidelines of the Visitor Experience Fund private sector. Mike Roeder seconded. All present voted in favor.*

**New Business and Round the Table:**

The Board shared news and announcements around the table.

- The board and staff expressed our condolences to Lisa FitzGerald on the passing of her mother.
- Mike Roeder reminded us of the upcoming PGA Golf Tournament at Oak Hill. It is May 15 – May 21, 2023. It will have a wide impact on area business.
- Mark Gilbride reported that business is good. Inflation does not seem to be impacting the way people are buying at festivals and events.
- David Hutchings – reminded everyone that October is Sonnenberg's big Mansion Mysteries, and Haunted Strolls.
- Steve Fuller – Bristol Mountain's fall festival is this weekend It includes music at the top and at the base of the mountain. Steve said that tickets are going fast.

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**New Business and Round the Table, Continued:**

- Lenore Friend - noted that the Eclipse meetings are ramping up. Jessica reported that she is the FLVC insider on the eclipse and she is planning a stakeholder meeting. Stay tuned so you may participate in those.
- Steven Laros - attended a New York State Canal Conference, held in Rochester. He noted that the canal was just named a National Water Trail. Both Port Gibson and Seneca Lake are our connections to the canal.

**Adjourn:** Upon the request of the Chair, Russ Kenyon moved to adjourn the meeting. Steve Fuller seconded; all present voted in favor of the motion. The meeting adjourned at 1:04 p.m.

Next Meeting: Thursday, December 8, 2022

Audit Report

3:00 pm Finance Committee meeting

3:30 p.m. Board of Directors Meeting

4:45 p.m. Holiday Gathering at Young Lion Brewing, Lakeshore Drive, Canandaigua



MENGEL METZGER BARR & CO. LLP

Certified Public Accountants

**Ontario County Four Seasons  
Local Development Corp.**

**Communication of Planning Matters**



October 5, 2022

Board Members  
Ontario County Four Seasons Local Development Corp.  
19 Susan B. Anthony Lane  
Canandaigua, NY 14424

Dear Board Members:

Professional standards require us to communicate with you regarding matters related to the financial statement audit that are, in our professional judgment, significant and relevant to your responsibilities in overseeing the financial reporting process. The following documents various matters with respect to the planned scope and timing of the audit of the annual financial statements of Ontario County Four Seasons Local Development Corp. (the “Organization”) as of and for the year ended September 30, 2022.

Should you desire further information concerning these matters, please contact us.

The following communication was prepared as part of our audit, has consequential limitations, and is intended solely for the information and use of those charged with governance and, if appropriate, management of the Organization and is not intended and should not be used by anyone other than those specified parties.

Very truly yours,



MENGEL, METZGER, BARR & CO. LLP

**Contact information:**

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Mengel Metzger Barr & Co. LLP  
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jlee@mmb-co.com

# Agenda Points

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- INTRODUCTION
- ENGAGEMENT OBJECTIVES
- AUDIT APPROACH
- NEW DEVELOPMENTS
- AUDIT SERVICE TEAM
- ENGAGEMENT TIMING
- AUDIT SUPPORT
- QUESTIONS/COMMENTS
- EXECUTIVE SESSION, if desired

# Introduction

We are pleased to be of service to Ontario County Four Seasons Local Development Corp. (the Organization). The following report describes our plan for the audit of the financial statements of the Organization for the year ended September 30, 2022, and discusses other services to be provided by us to the Organization. This report is designed to provide you with a summary of our overall objectives for the audit, the nature and scope of the planned audit work, and any other permitted services required by the Organization, as pre-approved by you.

## Engagement Objectives

The following documents our objectives with respect to the audit of the annual financial statements of the Organization as of and for the year ended September 30, 2022.

- Plan and perform an audit to obtain reasonable assurance about whether the financial statements are free of material misstatements, whether caused by error or fraud. An audit in accordance with auditing standards generally accepted in the United States of America does not provide absolute assurance relative to or any guarantee of the accuracy of the financial statements and is subject to the inherent risk that errors or fraud, if they exist, may not be detected.
- Professional standards also require that we obtain a sufficient understanding of the Organization's internal control to plan the audit of the financial statements. However, such understanding is required for the purpose of determining our audit procedures and not to provide any assurance concerning such internal control.
- Communicate to management and those charged with governance significant deficiencies and material weaknesses identified during our audit, if any.
- Prepare applicable information returns for the year ended September 30, 2022.
- Consult on accounting, tax and reporting matters as needed throughout the year.
- Work with management towards the timely issuance of the financial statements and information returns.
- Ensure that those charged with governance are kept appropriately informed of the Organization's financial reporting matters and comply with professional standards as to communications with those charged with governance.

# Audit Approach

Overall, our audit strategy involves extensive partner involvement in all aspects of the planning and execution of the audit and is based on our understanding of the Organization. Consistent with the risk assessment standards, our strategy will be initially developed based upon information obtained previous to and during fieldwork; however, we will continually give consideration to our audit approach throughout the audit as we respond to assessed risks. Our goals include:

- Focus resources on higher risk areas and other areas of concern for management and those charged with governance.
- Assess strength of design of controls.
- Determine whether controls were placed in operation.
- Place reliance on internal controls, where appropriate, in determining the degree of detailed testing required.

Our audit strategy includes consideration of:

- Inherent risk within the Organization - i.e., the susceptibility of the financial statements to material error or fraud, before recognizing the effectiveness of the control systems.
- The control environment and the possibility that the control systems and procedures may fail to prevent or detect a material error or fraud.
- Information about systems and the computer environment in which financial records and related systems operate.
- Recent results of operations and significant current year events.

Based upon our initial assessment, our audit will focus primarily on substantive testing. Some of the primary areas of focus in our overall audit effort will include:

- Cash and cash equivalents
- Grant revenue recognition, including deferred revenue amounts
- Board designated funds
- Contributed services and merchandise
- Compensation expenses and related accruals
- Functional allocation of expenses

# New Developments

## Leases Accounting Standards Update

On February 25, 2016, the FASB issued an Accounting Standards Update (ASU) intended to improve financial reporting about leasing transactions. The ASU affects all companies and other organizations that lease assets such as real estate and equipment.

The ASU will require organizations that lease assets – referred to as “lessees” – to recognize on the balance sheet the assets and liabilities for the rights and obligations created by those leases.

Under the new guidance, a lessee will be required to recognize assets and liabilities for leases with lease terms of more than twelve months. Consistent with current U.S. GAAP, the recognition, measurement, and presentation of expenses and cash flows arising from a lease by a lessee primarily will depend on its classification as a finance or operating lease. However, unlike current U.S. GAAP—which requires only capital leases to be recognized on the balance sheet—the new ASU will require both types of leases to be recognized on the balance sheet.

The ASU also will require additional disclosures to help investors and other financial statement users better understand the amount, timing, and uncertainty of cash flows arising from leases. These disclosures include qualitative and quantitative requirements, providing additional information about the amounts recorded in the financial statements.

The ASU on leases is effective for non-public companies for fiscal years beginning after December 15, 2021. This will be effective for the Organization for the year ending **September 30, 2023**.

## Implementation of new Auditing Standards

The AICPA issued a suite of new auditing standards (SAS 134-140) which are effective for periods ending on or after December 15, 2021. This will be effective for the Organization for the year ending September 30, 2022. Although these new standards do not make any changes to accounting rules, you should expect to see changes to communications received from the auditor throughout the course of the audit, including updates to the engagement letter, post-audit required communications, and the auditor’s report on the financial statements.

## **Presentation of Gifts-in-Kind**

FASB recently issued ASU 2020-07 which requires not-for-profit organizations to present contributed nonfinancial assets as a separate line item in the statement of activities. Additional disclosures to further disaggregate by category of donated assets will also be required, including whether the assets were monetized or used during the reporting period, and if there were any donor restrictions associated with the gifts. If they were used, a description of the program or activity in which they were used is required. If the organization has a policy regarding use or monetization of donated assets, the policy must be disclosed. The standard will be applied retrospectively upon adoption. It is effective for annual reporting periods beginning after June 15, 2021, or the year ending September 30, 2022 for the Organization.

## **Audit Service Team**

We have assembled an experienced, proven team of professionals who have been with the firm for many years to serve as your engagement team. The team is committed to assuring that you receive timely, responsive, and quality service.

Jackie Lee, Jamie Morrow, Victoria Richardson, and Anna Rydelek will serve as your primary audit engagement team.

## **Engagement Timing**

We have scheduled our fieldwork for October 31-November 2, 2022.

# Audit Support

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We anticipate relying on the support of your accounting staff and consultants in the performance of the audit. Specifically, we would expect your personnel to provide support to the external audit in the following areas:

- Assistance with confirmation of cash, including follow up.
- Completion of schedules requested in the client assistance memorandums prepared by Mengel Metzger Barr & Co. LLP.
- Updating documentation of the Organization's internal control activities sufficient to assess the risks of material misstatement as required by the risk assessment standards.
- Provide all significant contracts and agreements entered during the year.

# Questions & Comments

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# Executive Session, *if desired*

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Mission: To drive increased visitation and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destination.

## 2022 Goals - Update with Accomplishments on 9/30/22

<p><b>Strategic Plan:</b> To facilitate the strategic plan items using the committee/task force guidance provided by Young Strategy</p>	<p>Committees in Place, activation started, but then was stalled due to COVID, etc.</p>
<p><b>Strategic Plan:</b> To review our mission and vision and align/update with DestinationNext strategic plan</p>	<p>New Mission adopted, new Vision adopted. (see at bottom)</p>
<p><b>Marketing/Brand develop</b> Continue to integrate the brand into the outreach endeavors</p>	<p>Brand guidelines completed, updated, and in fact received award from NYSTIA as a platinum standard program. Another update in progress now.</p>
<p><b>Marketing/Partner Relations:</b> Extend partnerships and cooperative marketing opportunities which foster a higher ROI and reach niche segments with high potential - including, but not limited to meetings, conferences, lifestyle</p>	<p>Partnership program was put on hold. However, typical programs such as literature exchange and some educational seminars (marketing short shots) are now back in place. Tourism Thursdays back on track too. COVID impacts slowed us, but now picking up.</p>
<p><b>Organizational:</b> Values driven initiatives integrated into our organizational structure and relationships. Examples accessibility, diversity &amp; equity, innovation, strategic planning, data driven results, community engagement</p>	<p>DEI Allyship Letter signed and agreed to. Discussion on each committee about our place in DEI initiatives including board memberships, staff, and consumer representation.</p>
<p><b>Organizational/Advocacy:</b> To provide information and stimulate conversation with the county on funding models and local policies that enhance tourism promotion and development</p>	<p>This was on hold as the county was unable to move legislation forward to change the impact. FLVC acquiring data to support the impact of Shared Lodging and reiterated support of this endeavor to change the local law for an equitable marketplace. Also, FLVC offered to subcontract with the county with extra money to meet common goals, such as a tourism destination marketing plan.</p>
<p><b>Organizational:</b> Human Resources. Update policies, recruit, retain, Put the right resources are in place (including human</p>	<p>Adopted the flex policy and had one year of trial; increased the commitment to family health insurance, discussions around effective hybrid workplace, and</p>

resources) to advance the plans and marketing endeavors

also changes in wage structures to reflect increases necessary to be competitive in the market.

Mission: To curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities, and provides quality of life benefits for our residents.

### Vision

Our destination and our organization are viewed as equity partners in our communities and our industries; and recognized for our contributions toward the awesome Finger Lakes lifestyle, our contributions and commitment to sustainability, and the advancement of the economic prosperity of Ontario County.

**[VisitFingerLakes.com/partners/about-us](https://www.visitfingerlakes.com/partners/about-us)**

## **2021-2022- FLVC Successes**

### **Additional Endeavors that are both accomplishments of the Staff and credits to the Board and its vision for our tourism products.**

- Successful Audit - 2021
- Successful NYS Audit - Procurement modifications made
- CARES grant with Ontario County - promotion of the availability of the grant and assistance in administration of the Grant - 1 Million Dollars; a second round probably on the way, if we're able to wrap up the first round.
- Rebuilding the staff and team (Patti, Jessica, Steve Laros and hopefully, a content person by December)
- Highest numbers ever for occupancy collections,
- Two grant proposals out there: the blue sign program and the cooperative Water Destinations across NYS (\$700,000 - for a virtual reality concept) and for meetings and incentive market with our partners of Chautauqua, Cooperstown, 1000 Islands, and Watkins Glen. (\$800,000)
- Signed the Allyship letter for Destinations International, attended conference, worked on committees (Valerie and Tracey)
- FLVC receives honor for a Platinum Standard Award for our Brand Guidelines from the NYS Tourism Industry Association.
- Several PR wins including CondeNaste Traveler, etc.
- Rewired the FLVC building with Cat. 6 wire. This was initially checked in to because of phone system problems. The solution seems to have worked and we have a new phone system as well. Bringing the network up to speed - for at least the behind the walls - for a number of years.
  
- New marketing products introduced: Bandwango - Canandaigua Lake Wine Trail (virtual passport)
  
- Upcoming: Media Room on VisitFingerLakes.com repurposed
- Upcoming: Bandwango - Wellness Guide (gamified and a reflection of Nature's Health Club)
- Upcoming: FLVC grant proposal for Accessibility to be consolidated by next May.
- Upcoming: Visitor Experience Fund for the Private sector, trial period.
- Upcoming: Legacy Awards are back
- Shared Accommodations Study and Report
- Inquiry and interest expressed in sharing a Electrical Vehicle Station with Ontario County at the back of our lot.
- New Server and backup systems are being discussed, a plan will be devised by next September when our server will run out of serviceability by the end of the year.



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## 2023 Goals

<p><b>Strategic Plan:</b> To facilitate the strategic plan items using the committee/task force guidance provided by Young Strategy</p>	<p>Measure of Success:</p>
<p><b>Strategic Plan:</b> Complete a Destination Master Plan</p>	
<p><b>Marketing/Brand</b> Focus on shoulder season and winter business building.</p>	<p>Measure of Success: Participation in Winter programming</p>
<p><b>Community Engagement and Destination Development</b> Get a position "at the table". Provide research stats and expertise services to communities and or businesses that are developing policies and products related to tourism.</p>	<p>Staff and board engagement</p>
<p><b>Marketing/Partner Relations:</b> Extend partnerships and cooperative marketing opportunities which foster a higher ROI and reach niche segments with high potential - including, but not limited to meetings, conferences, lifestyle</p>	<p>Partnership program developed and engaged</p>
<p><b>Economic Development</b> Find success in our grant programs - Blue Signs, Incentive Meetings cooperative, and NYS Matching Funds along with other opportunities which may arise. Successfully "complete" CARES program for Visit Ontario County fund.</p>	<p>Opportunities Seized, dollars acquired, recognition of partnerships.</p>

<p><b>Organizational:</b> Successful introduce and monitor the Visitor Experience Fund - both for the not-for-profits and the for-profits.</p>	<p>Funds distributed and program efficiently monitored and tweaked for future success.</p>
<p><b>Organizational/Data/Research/Advocacy:</b> To provide information and stimulate conversation with the county on funding models and local policies that enhance tourism promotion and development Complete and Share the Air B and B market study.</p>	<p>Funding models presented and discussed based on research data.</p>
<p><b>Organizational:</b> Human Resources.</p>	<p>Employee training and growth of a new workforce, address HR Policies such as succession planning; readdress competitive wage rates</p>

### Vision

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[VisitFingerLakes.com/Partners/aboutus](http://VisitFingerLakes.com/Partners/aboutus)

RESOLUTION OF APPRECIATION AND SYMPATHY  
Alexa F Gifford

WHEREAS, Ms. Alexa F Gifford of Penn Yan, passed away suddenly on September 13, 2022; and

WHEREAS, Ms. Gifford was an active advocate for the enhancement of tourism and economic development of the tourism industry; and

WHEREAS, Ontario County Four Seasons Local Development Corporation, d.b.a. a Finger Lakes Visitors Connection enjoyed a relationship with Alexa Gifford as a FLVC Board Member for 11 years, from 2007-2018; and

WHEREAS, Ms. Gifford worked in the tourism industry as a former President of the Finger Lakes Tourism Alliance in Penn Yan, and then as the First Executive Director of the New York Wine and Culinary Center in Canandaigua, now known as the New York Kitchen; and

WHEREAS, Ms. Gifford's passion and generosity contributed to the tourism industry, locally, as well as across the United States with her work at Young Strategies, in NC; now therefore be it

RESOLVED, That the Ontario County Tourism community and Finger Lakes Visitors Connection extends its deepest sympathy to the Gifford family on the loss of their loved one and our tourism industry advocate; and further

RESOLVED, That Ms. Gifford will be remembered for her kindness, quick wit, no-nonsense honesty, contagious laughter, and community spirit.

REAPPOINTMENT TO ONTARIO COUNTY FOUR SEASONS LOCAL DEVELOPMENT  
CORPORATION

BE IT RESOLVED, that the following individuals are hereby reappointed as members of the Ontario County Four Season Local Development Corporation for three year terms expiring on September 30, 2025;

Sherry Brahm-French  
Arbor Hill Grapery and Winery  
Explore Naples NY  
6461 State Route 64  
Naples NY

Edward C. Russ Kenyon  
Boylan Code  
11 North Street  
Canandaigua NY

Sheryl Mordini  
1795 Acorn Inn  
4508 State Route 64  
Canandaigua NY

and further;

RESOLVED, that certified copies of this resolution be sent to the Ontario County Four Seasons Local Development Corporation, the County Clerk and the appointee.

APPOINTMENT TO ONTARIO COUNTY FOUR SEASONS LOCAL DEVELOPMENT  
CORPORATION

WHEREAS, there is a vacancy on the Ontario County Four Seasons Local Development Corporation's Board of Directors; and,

WHEREAS, the Board of Directors of the Ontario County Four Seasons Local Development Corporation and the Ontario County Planning and Environmental Quality Committee have recommended the appointment of:

Darren Holden  
Hotel Canandaigua, Tapestry Collection by Hilton  
205 Lakeshore Drive  
Canandaigua NY 14424

to replace Steven Laros with a term that expired on September 30, 2022, now, therefore, be it;

RESOLVED, that Darren Holden be appointed as a member of the Ontario County Four Seasons Local Development Corporation Board of Directors to fill the vacancy, term to expire on September 30, 2025; and further;

RESOLVED, that certified copies of this resolution be sent to the Ontario County Four Seasons Local Development Corporation, the County Clerk and the appointee.

**Finger Lakes Visitors Connection  
Visitor Experience Fund – Accessibility for All  
Private Sector Program**

**Purpose**

Finger Lakes Visitors Connection is the official tourism promotion agency for Ontario County. Our mission is to curate, distinguish, and develop Ontario County's destination brand to inspire travel that creates economic vitality for our stakeholders and communities, and provides quality of life benefits for our residents.

**Purpose of this Fund**

The Visitor Experience Fund is designed to improve the Visitor Experience in Ontario County. The focus of this year's program is Accessibility for All. (See attached statement from Finger Lakes Visitors Connection).

**Intent**

The grant funds are intended to be invested in the development of assets that will directly lead to an increase in visitors to Ontario County, as well as an improved visitor experience, particularly in the area of accessibility. It is designed to assist organizations and businesses with new construction, expansion, renovation which fosters the Accessibility for All principles outlined in the Finger Lakes Visitors Connection policies and our strategic plan, Destination Next.

**Eligible Applicants and Activities**

Participation of Finger Lakes Visitors Connection

The Visitor Experience Fund is not designed to cover the entire cost of a project. Nor is it destined to be a determining factor on whether a project is done. The applicants must secure at least 50% of the project expenditures from other sources. A proposed budget for the project, including planned expense and revenue must accompany each application. Finger Lakes Visitors Connection (and/or Ontario County as appropriate) must be recognized as a sponsor of the project and if applicable participate in the design process to maximize the return on investment. See below for ineligible expenses.

**Limits on Reimbursements**

\$5,000

**Ineligible Expenses**

Operational and administrative expenses, Travel expenditures, Festival or special events, Temporary installations

Funding of debt or refinancing, Projects which are receiving other government funding

**Project Development**

The organization responsible for management of the project will be responsible for ensuring that the cost of the project is competitive. Locally developed projects will be given priority. Applicants cannot transfer funds from one specific grant project to a different project. Any deviation from the grant application must be submitted in writing to Finger Lakes Visitors Connection and approved. Finger

Lakes Visitors Connection must be notified in writing as soon as possible if the applicant does not plan to use their funds in the manner in which they have been awarded. The recipient of the grant is responsible for any and all liability issues evolving from the activities of this project. Proof of liability insurance coverage is required and a rider provision may be requested prior to fund disbursement. All proposals must demonstrate the improved accessibility in the visitors' experience, increased visitors to the facility, and/or visitors increasing their length of stay in order to visit the facility.

### **Final Reports**

Finger Lakes Visitors Connection tracks the effectiveness of its grants, partnerships and programs. Organizations receiving grants must complete a final expense and narrative report. Final financial reports must reflect the application budget as submitted. Grant reports must be submitted within sixty (60) days of completion of the project. All grantees are subject to periodic monitoring by Finger Lakes Visitors Connection or its assignees. All financial records must be retained for a period of five (5) years following completion of the grant program. The narrative report shall include before and after conditions, including photo documentation when appropriate. It must recognize any changes in visitation, experience acclaim, or economic benefit.

### **Reimbursement Procedure**

Upon completion of the approved project, a Reimbursement Form must be filled out and sent to Finger Lakes Visitors Connection, 19 Susan B. Anthony Lane, Canandaigua, NY 14424. Invoices are to be billed to and paid by the participants. Original copies of invoices and proof of payment must be submitted with the Reimbursement Form in order to receive reimbursement. In the occurrence that the project is cancelled, does not take place, and is not completed in the timeline submitted, all grant monies will be forfeited and the participant cannot submit a Reimbursement Form.

Projects must be completed per the timing indicated in the signed memorandum of understanding. Within 60 days of completion of the project all grant awardees must provide a written summary of the project including: The number of visitors impacted and an overall expected economic impact on tourism and the community of this project.

### **Application Instructions**

Carefully read each section and ensure that all information is included. This application is designed to present your Project in such a manner to allow Finger Lakes Visitors Connection, Visitor Experience Fund evaluation committee to effectively review and evaluate the project to determine grant funding eligibility and rate its competitiveness. Incomplete applications will result in delays in the evaluation process or rejection of funding.

### **Application Review Process**

Finger Lakes Visitors Connection is assigning an independent review committee with experience in grant application or administration, as well as alignment of the purpose of the Visitor Experience Fund. The committee reviews and rates each application, provides scores to Finger Lakes Visitors Connection leadership, who will make a final determination. Applicants will be notified per the established timeline.

**Send to** Finger Lakes Visitors Connection, 19 Susan B. Anthony Lane, Canandaigua, NY 14424

## **Finger Lakes Visitors Connection - Promoting Accessibility for All**

### **Policy #405. Promoting Accessibility for All**

Globally, it is estimated that there are over 1 billion persons with disabilities, as well as more than 2 billion people, such as spouses, children and caregivers of persons with disabilities, representing almost a third of the world's population, are directly affected by disability. While this signifies a huge potential market for travel and tourism, it still remains vastly under-served due to inaccessible travel and tourism facilities and services, as well as discriminatory policies and practices.

#### **What is accessible tourism?**

Accessible tourism enables all people to participate in and enjoy tourism experiences. More people have access needs, whether or not related to a physical condition. For example, older and less mobile people have access needs, which can become a huge obstacle when traveling or touring. Thus, accessible tourism is the ongoing endeavor to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. This includes publicly and privately-owned tourist locations, facilities and services.

Accessible tourism involves a collaborative process among all stakeholders, Governments, international agencies, tour-operators and end-users, including persons with disabilities and their organizations. A successful tourism product requires effective partnerships and cooperation across many sectors.

#### **What are the barriers to travel and tourism for persons with disabilities?**

For persons with disabilities, travelling can be a challenge, as finding the information on accessible services, checking luggage on a plane, booking a room to fulfill access needs, often prove to be difficult, costly and time consuming.

#### **Challenges for persons with disabilities may include:**

- Untrained professional staff capable of informing and advising about accessibility issues
- Inaccessible booking services and related websites
- Lack of accessible transportation options
- Unavailability of adapted and accessible hotel rooms, restaurants, shops, toilets and public places through access and displays and interpretation
- Inaccessible streets and transport services
- Unavailable information on accessible facilities, services, equipment rentals and tourist attractions

## Why is accessible tourism important?

Accessibility is a central element of any responsible and sustainable development policy. It is both a human rights imperative, as well as an exceptional business opportunity. In this context, accessible tourism does not only benefit persons with disabilities, it benefits all of society.

To ensure that accessible tourism is developed in a sustainable manner requires that tourist destinations go beyond ad hoc services to adopting the principle of universal design, ensuring that all persons, regardless of their physical or cognitive needs, are able to use and enjoy the available amenities in an equitable and sustainable manner. This approach foregoes preferential or segregated treatment of differently abled constituents to permitting uninhibited use of facilities and services by all, at any time, to equitable effect.

The improvements to physical and service infrastructure that come with a focus on accessibility also encourage a more multigenerational focus in development planning. For families with small children, accessible infrastructure – particularly in transportation, city planning and building design – improves the ability of these families to participate in social and cultural activities.

Finger Lakes Visitors Connection is committed to sustainable and equitable development. Product development, education, and policy recommendations will be pursued to achieve a goal of accessibility for all.

Making basic adjustments to a facility, providing accurate information, and understanding the needs of disabled people can result in increased visitor numbers. Improving the accessibility of tourism services increases their quality and their enjoyment for all tourists, as well as improving quality of life in the local communities.

### Resources:

<https://www.un.org/development/desa/disabilities/issues/promoting-accessible-tourism-for-all.html>

Source: United Nations – Disability; Dept. of Economic and Social Affairs

Date: September 12, 2019