

**A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting - November 29, 2022 – 8:30 a.m.
In person @19 Susan B. Anthony Lane or Via Zoom
Canandaigua, NY 14424**

Board Member Attendance:	Present	Excused	Absent
David Hutchings, Sonnenberg Gardens - Chair of the Board	O		
Lenore Friend, Finger Lakes Community College - Vice Chair of the Board	O		
Charles Parkhurst, Lyons National Bank - Board Secretary	O		
Lisa FitzGerald, Finger Lakes Winery Tours, Feathers and Tails Farm - Treasurer		X	
Bob Bennett, Retired Homewood Suites by Hilton Victor - Immediate Past Chair of the Board	O		
Mike Kauffman, Eastview	Z		
Mike Roeder, Ravenwood Golf	Z		
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast	Z		
Steve Fuller, Bristol Mountain			
Russ Kenyon, Boylan Code			
Mark Gilbride, Lazy Acre Alpacas			
Dan Marshall, Ontario County Board of Supervisors, Town of South Bristol	Z		
Lori Proper, The Lake House at Canandaigua			
Sherry Brahm-French, Arbor Hill Grapery & Winery	Z		
Mike Darling, Crafty Ales and Lagers		X	
Darren Holden, Hotel Canandaigua	O		

Staff: Valerie Knoblauch, Julie Maslyn, Steven Laros

Guest: Frank Riccio

Call to Order, Attendance, Welcome and Introductions

David Hutchings called the meeting to order at 8:30 am. He welcomed and thanked everyone for attending this special Board meeting. He introduced Darren Holden, newly appointed board member from the Hotel Canandaigua. Darren is looking forward to the opening of the new hotel, and that he looks forward to being a contributing member to tourism and to this community.

David asked Valerie to speak about the new budget (Attachment A) presented to Ontario County. A new budget was required because the Ways and Means committee of the county had changed from the typical formula. We need to have a budget in PARIS which is correct and approved by the board. Valerie thanked Dan Marshall for his endeavors in restoring the budget formula, which had been suggested to be capped at this year's level, despite the formula calculation of \$1,480,678.50. The number that was included in the county budget was \$1,267,529.00. This number included many of our ongoing and proposed programs and specifically puts an emphasis on Winter and Meetings Business Development. There is also a reserve of \$213,149 set aside by the County. The committees indicated that this reserve is accessible to us for programs that we bring to them.

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Valerie was recommending a deficit budget. This means that we will have to look for ways to save money and/or reduce expenses, or hopefully access the reserve. She was concerned about the level of cuts made to the programs. We still have some grants out there and larger projects that we wish to pursue. This budget has removed the flexibility for opportunities that could come up for grants or other funding as we've seen tourism has been rebuilding across the state. Cuts were made across the board, not just in one section or program. Valerie relayed that the committees had asked about the personnel impacts of the reduced budget. Valerie indicated that reducing personnel is not optional to achieving our goals. In particular, we need a content person and have interviews scheduled this week.

A few board questions followed, dealing with our communications with the county and our ability to share the success of our programs and relay these to the benefits that the county wishes to derive from our efforts – mainly sales tax revenues, occupancy tax revenues, jobs, and payroll. Valerie will continue to address the PEQ Committee and stay engaged with the County, so they have a better awareness of our endeavors and our results. A meeting is also coming up with Chris DeBolt to begin to frame the reinvestment of tourism dollars. Dan Marshall made a few comments about the process. Hearing no further questions, *Charles Parkhurst moved to accept the budget as presented. Sherry Brahm-French seconded the motion. All voted in favor of the motion.*

Governance: There have been modifications to our HR Manual. Amanda Mulno from HR One recommended changes to our HR manual. This resulted from changes in NYS laws. Steve Laros combed through the manual and ensured alignment of our organizational goals and with these changes before recommending them. One specific item we anticipate further changes for is the Cash-in-lieu-of-benefits. Valerie noted that a “buyout option” has been recommended by the Executive Committee. This will make us more competitive in the marketplace. Valerie and Steve were attaching the cost to the company's cost of a single policy, which would result in roughly \$2,600 for this year's rates. Valerie wants Amanda to clarify the language that would provide a consistent application of the policy (based on a formula or the like) instead of having it be a negotiating point each year. Valerie was seeking approval of the policy with the board willing to adopt the language from Amanda to achieve these goals.

Charles Parkhurst moved to approve a \$2,600 cash-in-lieu-of-benefits for 2023, with language for the HR manual to come from Amanda Mulno from HR One. Lenore Friend seconded the motion and all present voted in favor.

Lenore Friend made a motion to accept the HR manual with corrections from HR One. Charles Parkhurst seconded; all present voted in favor of the motion

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Finance Committee: Valerie overviewed the situation of the Visitor Experience Funds. (See Attachment B.) The board was asked to approve the five grants, total \$16,699 per the chart. Steve briefly reviewed the awards. Valerie drew attention to the Geneva Historical Society proposal. She noted that technically, this property is in Seneca County. However, the owner is in Geneva, Ontario County. It was agreed that given the proximity and the use of the Rose Hill product in promoting tourism in Ontario County that this award should be granted. There was further discussion about the process. It was agreed that more applications should be sought on a new timeline to fulfill this \$25,000 budget for our interest and endeavors for Accessibility for All.

Lenore moved to accept the 5 applications as presented. Charles Parkhurst seconded the motion, David Hutching abstained from this motion, given that Sonnenberg is one of the awardees; all present voted in favor of the motion.

Discussion ensued about the deadlines, need for additional promotion, and the need for more time for the Not-for-profit and For-Profit VEF. Valerie said that she had just presented to the PEQ committee and is hopeful that the Supervisors will pass this along for their communities.

Charles Parkhurst made a motion to extend the deadline for the Not-for-Profit VEF to approximately February 28th. Lenore Friend seconded the motion. David Hutchings abstained from this vote, all others present voted in favor of the motion.

After a brief discussion about the For Profit VEF, and the same concerns of the Not-for-Profit *Bob Bennett made a motion to extend the deadline of the For-Profit VEF to February 28th. Lenore Friend seconded the motion. Sherry Brahm-French abstained from this vote noting that she has the intent to apply; all others present voted in favor of the motion.*

Nominating Committee: Charles, Steve and Valerie will be meeting with Todd Plouffe of the Indus Group Hotels later this week to overview the board norms and endeavors to see if he would consider joining the board. The nominating committee had brought forward his name.

Steve left the meeting at this time.

President's Report and Update: There is work to be done between now and May 1, which is the deadline to have a **tourism investment plan** in place. That plan is to be delivered to the PEQ committee of Ontario County. A proposal is to be "negotiated" between Valerie and County Administrator, Chris DeBolt. Valerie wants to have some models to provide as alternatives to Ontario County and would like to use a national consultant to acquire appropriate models based on the joint goals of from us and Ontario County. The board agreed that was a good approach. She will keep this to under \$5,000 and will use a loose RFP for procurement and engagement.

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Valerie shared that the Office of Economic Development had obtained another round of **CDBG Cares Funding**. This meant that all the tourism entities on the wait list could be moved forward. She will in the future provide a summary of the recipients and the total level of funding achieved.

Grants. Valerie wanted to let everyone know that we have an estimate of about \$69,000 for our matching funds grant. The official paperwork has not been filed She also reminded everyone that we have two other grants “out there.” One is for the Cooperative Meetings Market through I Love NY subgrant. This includes four partner destinations, requires no match, and as the principle, we can collect an admin fee. The other project will require a match and is a significant cost (match) over three years. This is “the Blue Signs – History Comes Alive project” This is a market New York grant. Valerie will be bringing the specifics back to the board to accept these projects.

At the NYSTIA conference FLVC was awarded the **Platinum Award for Brand Development Guidelines**. This is a high honor and is called as a model for tourism businesses to follow. Valerie credited the team and Cindy Harris for this.

David requested participation from a couple of board members in a small **personnel committee** who is willing to meet with Jackie Lee regarding Valerie’s compensation model. Charles Parkhurst and Lenore Friend volunteered.

David further touched upon the Committee structure, indicating that he will keep the required standing committees (Executive, Audit/Finance, Governance, and Nominating) and beyond that will work this year based on an ad-hock taskforce style model for board engagement. You will hear more about this in the upcoming meetings.

Old Business none

New Business none

Adjourn David Hutchings called for a motion to adjourn the meeting, Lenore Friend seconded the motion and the meeting was adjourned at 9:30 am.

Next Meeting: December 8 at Young Lion Brewing, Canandaigua.

3:00 p.m. Finance Committee Meeting (Audit)

3:30 p.m. Board of Directors Meeting (Audit)

4:30 p.m. to 6:30 p.m. Holiday Gathering and Good Cheer

Attachment A

Finger Lakes Visitors Connection Profit & Loss Budget vs. Actual October 2016 through September 2017

	Oct '22 - Sep '23	Oct '21 - Sep '22	Jul '21 - Jun '22	Oct '20 - Sep '21
		Budget	Actual	Actual
Ordinary Income/Expense				
Income				
41000 - Government Contracts	1,267,529.00	1,042,528.02	785,077.50	643,739.32
42000 - Grants				
42100 - NYS Matching Funds	78,000.00	65,168.00	55,797.00	29,622.00
42200 - Other Grants	48,000.00	50,000.00	2,500.00	0.00
Total 42000 - Grants	126,000.00	115,168.00	58,297.00	29,622.00
43000 - Private Sector				
43025 - Sanitation Bank	0.00	0	0.00	423.36
43050 - Program Revenue	25,000.00	43,000.00	5,834.69	12,653.46
43075 - InKind, Donated Services	12,000.00	15,000.00	7,585.61	5,049.23
Total 43000 - Private Sector	37,000.00	58,000.00	13,420.30	18,126.05
44000 - Interest Income	5,100.00	2000	5,841.35	4,509.60
45000 - Miscellaneous Income	1,971.00	0.15	0.00	1,452.96
Total Income	1,437,600.00	1,217,696.17	862,636.15	697,449.93
Expense	1,437,600.00			
50000 - Marketing, Sales, Promotions				
5100 - Advertising and Promotion				
51150 - Social Mktg. Adv. Promotions	66,600.00	48,000.00	59,800.00	38,183.62
51160 - Paid advertising	24,000.00	8,800.00	17,604.85	4,124.85
Total 51100 - Advertising and Promotion	90,600.00	56,800.00	77,404.85	42,308.47
51200 - Brochures, Collateral, Flyers	48,000.00	48,000.00	37,526.47	50,174.41
51300 - Mailing, Info Centers, Distrib.				
51325 - Fulfillment - MF	7,500.00	7,750.00	8,128.51	4,673.65
51350 - 800# - Matching Funds	0.00	0.00	0.00	0.00
51375 - Info Centers Expenses	5,000.00	3,200.00	4,435.40	0.00
51300 - Mailing, Info Centers, Distrib. - Other	12,500.00	10,950.00	12,563.91	54,847.96
Total 51300 - Mailing, Info Centers, Distrib.				
51400 - Shows/Info Centers				
51450 - Displays and Giveaways	13,250.00	15,000.00	9,854.28	2,938.54
51475 - Trade Show Expenses	9,000.00	9,000.00	2,693.69	1,625.00
Total 51400 - Shows/Info Centers	22,250.00	24,000.00	12,547.97	4,563.54
51500 - Web, Digital Communications				
51510 - Dev. modules and microsites	16,000.00	1,000.00	17,763.96	3,349.96
51520 - Website Maintenance & Support	13,400.00	9,000.00	9,205.00	8,569.40
51525 - CRM Costs	10,000.00	12,000.00	9,950.88	10,590.88
51550 - CMS - Content Management System	34,000.00	34,000.00	32,940.92	34,724.71
51575 - SEO/SEM Costs	30,000.00	24,000.00	32,912.46	22,738.61
Total 51500 - Web, Digital Communications	103,400.00	80,000.00	102,773.22	79,973.56
51750 - Photo/Video/AV	14,750.00	22,000.00	6,945.18	20,099.29
51800 - Research, Reports	53,000.00	10,000.00	2,534.00	17,493.29
51900 - Brand - Strategy, Design, Comm.				
51910 - Press Releases, Updates Reports	3,600.00	2,000.00	17.87	0.00
51925 - Email Marketing Fees	1,300.00	2,000.00	1,111.55	1,185.68
51940 - Design, Branding	50,000.00	30,000.00	49,900.00	38,678.79
51950 - Content Devel. and Mgmt.	60,000.00	48,000.00	3,222.50	10,082.50
51975 - Media, Trade, VIP Hosting	10,000.00	7,000.00	3,397.45	2,415.78
Total 51900 - Brand - Strategy, Design, Comm.	124,900.00	89,000.00	57,649.37	52,362.75
52000 - Partnership Dev. & Industry				
52100 - Partner Program and Sales	10,000.00	5,000.00	7,710.03	1,180.69
52200 - Workforce Engagement & Training	13,600.00	10,000.00	634.15	725.38
52000 - Partnership Dev. & Industry - Other	0.00	600	0.00	0.00
Total 52000 - Partnership Dev. & Industry	23,600.00	15,600.00	8,344.18	1,906.07
5250 - Product Development and Sales				
52600 - Direct Sales/ Lead Generation	44,000.00	35,000.00	40,236.06	37,999.39
52700 - Client Events - Fam Tours	10,000.00	10,000.00	1,894.66	1,883.10
Total 52500 - Sales	54,000.00	45,000.00	42,130.72	39,882.49
53000 - Cooperative Marketing				
530153100 - Regional Transfer MF	35,000.00	35,000.00	63,680.00	22,844.00
53200 - Regional Coop - Non-MF	21,000.00	15,000.00	10,900.00	10,000.00
53300 - NYS Cooperative Opp. Fund	10,000.00	10,000.00	2,425.00	304.50
53400 - Niche Markets - Coops	12,000.00	5,000.00	3,657.49	7,500.00
Total 53000 - Cooperative Marketing	78,000.00	65,000.00	80,662.49	40,648.50
540154000 - Visitor Services and Supplies				
54100 - Supplies and Promotional Items	3,600.00	2,400.00	2,792.73	783.94
54200 - Leisure In Destination Services	8,000.00	2,225.00	0.00	0.00
54300 - Meeting and Event Services	14,200.00	2,000.00	2,078.70	0.00
54200 - Gateways/Visitor Experience Fund	8,500.00	2,500.00	0.00	0.00
Total 54000 - Visitor Services and Supplies	34,300.00	9,125.00	4,871.43	783.94
55000 - Staff Payroll				
6301Tot 55001 - Marketing and Sales Staff	399,000.00	350,000.00	247,573.72	269,422.59
Total 50155020 - Interns and Casual Labor	1,000.00	600.00	187.00	1,525.65
Total 55000 - Staff Payroll	400,000.00	350,600.00	247,760.72	270,948.24
55050 - Contractors for Projects	2,000.00	1,000.00	1,486.70	798.10
620156100 - Professional Development	15,000.00	12,000.00	7,320.97	4,959.50
56200 - Dues, Books, Subscriptions	12,000.00	10,000.00	9,731.91	4,880.97
56300 - Loc. Mgs & Site Visits	7,200.00	5,000.00	6,036.39	2,137.37
57000 - Brand Develop. Strategic Plan	5,000.00	5,000.00	2,173.62	3,500.00
59000 - Economic Dev. / Product Dev...	52,000.00	41,250.00	6,869.96	23,401.21
59000 - InKind Expense	12,000.00	15,000.00	7,585.61	5,049.23
59999 - Other Marketing Expense - Misc.	2,646.00	2,700.00	5,239.26	337.33
61000 - Technology/Information Systems	20,000.00	28,000.00	27,117.17	25,385.25
TOTAL MARKETING EXPENSE	1,206,146.00	946,025.00	767,275.40	746,441.47
62050 - Automobile Expense	7,700.00	5,000.00	3,978.92	3,231.30
62100 - Bank Service Charges	330.00	600.00	644.97	319.81
62200 - Furnishings and Equipment	4,000.00	1,800.00	5,502.55	3,312.52
62225 - Hosting and Meeting Expenses	7,000.00	5,600.00	2,280.32	2,637.83
Tot 62300 - Insurance Expense	12,000.00	10,800.00	9,125.92	9,138.44
660162400 - Office Supplies/Stationery	4,200.00	5,300.00	5,093.50	5,922.69
62500 - Professional Services	23,700.00	23,500.00	20,194.69	15,585.50
62600 - Repairs and Maintenance	9,200.00	11,750.00	10,281.96	10,189.12
62700 - Taxes	9,800.00	8,500.00	7,406.56	6,590.17
62800 - Telephone, Postage, Email	10,000.00	8,525.00	9,820.54	9,709.23
62900 - Utilities	11,100.00	7,250.00	10,954.76	7,023.12
62999 - Misc. and Reserve Additions	1,024.00	2,400.00	49,245.35	362.86
Total 62000 - Operations/Admin. General	100,054.00	91,025.00	134,530.04	74,222.59
66001 - Gross pay operations	90,000.00	72,900.00	73,194.13	74,569.58
66002 - Employer Payroll Taxes	28,800.00	29,000.00	-16,388.42	27,649.00
66003 - Benefits	19,800.00	29,800.00	16,032.71	17,445.90
66004 - Employee Retirement	14,000.00	15,000.00	11,636.79	11,850.73
66005 - Payroll Processing Fees	7,800.00	7,200.00	7,783.64	7,704.97
66006 - HSA Contributions	6,000.00	7,800.00	2,860.06	5,655.76
66000 - Payroll Expenses - Other	0.00	500.00	0.00	446.00
Total 66000 - Payroll Expenses	166,400.00	162,200.00	95,118.91	145,321.94
Total Expense	1,472,600.00	1,199,250.00	996,824.35	965,986.00

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(35,000.00)

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Attachment B

2022 Not-for-profit Visitor Experience Fund

City of Canandaigua (Parks and Recreation) - \$1,500 w/\$1,500 match for a Mobichair which is a floating beach wheelchair to be used at the public swim beach at the head of Canandaigua Lake.

Project Total: \$3,000

Geneva Historical Society - up to \$3314; request of \$2,705 w/\$3,923 in-kind for interpretive signage on the Rose Hill Mansion grounds.

Project Total: \$6628

Inclusion in Motion - \$5,000 w/\$5,000 match to go towards the continued construction of the accessible pavilion at the "Motion Junction" grounds in Canandaigua.

Project Total: \$3Million+

Main Street Arts - \$2,494 w/\$2,000 in-kind and \$500 match to install automatic door openers at 20 West Main Street, Clifton Spring.

Total Project \$4994

Sonnenberg Gardens - \$5,000 w/\$3,750 in-kind and \$1875 match to upgrade all paths and walkways with ADA compliant stone dust for wheelchair accessibility.

Total Project: \$10625.

Total Grants awarded \$16,699