

**A Finger Lakes Visitors Connection, Ontario County, NY**  
**Board of Directors Meeting – Thursday, December 8, 2022 – 3:30 p.m.**  
**Young Lion Brewery, Lakeshore Drive**  
**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		
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	x		
Mike Kauffman, Eastview		x	
Mike Roeder, Ravenwood Golf		x	
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast	x		
Steve Fuller, Bristol Mountain	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		
Sherry Brahm-French, Arbor Hill Grapery & Winery	x		
Mike Darling, Crafty Ales and Lagers	x		
Darren Holden, Hotel Canandaigua	x		

Guests Present: Jackie Lee – Mengel Metzger Barr; Linda Wiener, Accountant – Tette and Ingersoll

Staff Present: Valerie Knoblauch, Steven Laros, Julie Maslyn

David Hutchings called the meeting to order at 4:00 pm.

**Finance and Audit Committee.** David called on Jackie Lee to review the 2021 Fiscal Year Audit which had been sent to the board in advance of the meeting. She had presented the detail of the Required Communications, the Advisory Comment Letter and the Financial Statements to the Finance committee and followed up with a high-level view for the board. She reported that there were no discrepancies, or concerns, and commended us on a very clean Audit. She noted that the CHAR 990 is not finished yet, and that it doesn't need to be filed until February 15<sup>th</sup>. We will make sure that all Board members received this, as is required, for review ahead of the filing. Jackie asked the board if there were any questions or concerns with the audit.

Valerie thanked Jackie and the team for teaching us throughout the audit process and for her patience in our learning process. Valerie commended Julie and thanked Linda for another clean audit. It's a lot of detail and it's appreciated to turn over a clean audit to the county and others.

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*Steve Fuller made the following motions on behalf of the Finance Committee:*

*To approve the audit as presented by Mengel Metzger Barr.*

*To designate Valerie Knoblauch, President and CEO as the Entity Administrator in Sam.gov.  
(System for Award Management)*

*To accept the 2023 NYS Matching Funds grant in the amount of \$59,607 (subject to change from I Love NY) and to transfer the matching dollars required for the \$1 for \$1 match into the Key Bank Matching Funds Account from our savings account at Wayne Bank.*

*Dan Marshall seconded the motions. All present voted in favor of the motions.*

**Market NY Grant Tourism Capital Fund – for (Blue Signs, History Comes to Life) –** Valerie reviewed the recent notification that we had a conditional award for \$180,000 for our “Blue Signs, History Comes to Life” grant application. This arrived on November 30, 2022. Valerie reviewed the parameters of the award including the January 13, 2023 acceptance date and budget requirement. In discussing the Action: Authorization to accept the capital grant from Market NY for History Comes to Life #121265. It was brought up that A capital match of 80% is needed to accept the grant. This is a capital project because it is improving the assets of blue signs across all of Ontario County. Necessary improvements for the “come to life component” include to refurbish, repair, integrate the technology of augmented reality and associated videos. This opportunity was discussed in the Finance Committee, and given the size of the endeavor, it will be contingent upon our ability to get the funding for a portion of the match from Ontario County. This was originally budgeted over a two-year period, based on the prediction of the revenues as they have been in the past. When the County moved these to the reserve fund, it now requires a process through them to access the match. The finance committee directed Valerie to pursue this and to work with Ostrander Consulting to help us meet all the requirements. She will get back to the executive committee and board as we go through the process.

**Consent Agenda.** *Lenore Friend made a motion to accept the following items which had been e-mailed to the board in advance of the meeting: the Minutes of the October 5, 2022, annual and regular meeting; the Minutes of the November 29, 2022, Special Meeting; and the following Financial Reports. Budget vs. Actual for September, October, November; the Balance Sheet through 11/30/22; and the Profit and Loss through 11/30/22. Sherry Brahm-French seconded the motion. All present voted in favor of the motion. ([Attachment A – Consent Agenda](#))*

**Governance:** Lenore Friend reported that the staff is focused on the PARIS posting requirements. She called on Julie to remind the board to expect the Acknowledgement of Fiduciary Duties Disclosure and County Conflict of Interest paperwork in January. These are important to be returned expeditiously.

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**Nominating.** Charles Parkhurst reported that he met, on behalf of the nominating committee, with Todd Plouffe, the Vice President of Lodging with Indus Hospitality. Indus owns approximately 8 hotels in Ontario County from Farmington to Victor to Geneva and Canandaigua. Todd is being recommended to fill the open seat left by Frank Riccio, for a three-year term, expiring on September 30, 2025.

*Charles Parkhurst made a motion to nominate Todd Plouffe, Vice President Lodging Division, Indus Hospitality Group for a three-year term to expire on September 30, 2025, replacing Frank Riccio whose term expired on September 30, 2022. Sherry Brahm-French seconded the motion, all present voted in favor of the motion.*

Charles reviewed the 2021- 2022 - Board Self Evaluation (See Attachment B). He noted:

- The average “grade” for the board was 89%.
- The highest individual question ranking was 96% for “I abide by the adopted policies of the board.”
- The second highest positive ranking was 95% for “I recognize that my board position is one of oversight, fiduciary responsibility, and policy guidance, and am cognizant to this role vs. that of paid staff.
- The lowest individual question response was 79% for the question: “I am prepared for, attend, and actively participate in at least 60% of the meetings. The average was 3.9 out of 5.

**President’s Report.** Valerie shared the status of our open position, Content Curator. Interviews are completed and she is making an offer, and the position will be filled at the new year.

Dan Marshall shared that he’ll not be seeking an appointment to the FLVC board next year. He would like someone from PEQ committee to be more directly engaged and carry the message through the committee and the Board of Supervisors. He commented on his years on our board, and his commitment as our advocate for what we do for tourism and economic development for the county. The Chairman of the board of supervisors makes this appointment in their organizational meeting in the first week of January. David thanked Dan Marshall for his service.

**Executive Committee.** David Hutchings asked the board to consider the resolution of appreciation for Frank Riccio, our longest serving board member. *Charles Parkhurst made a motion to submit a resolution of appreciation to the Ontario County Board of Supervisors expressing appreciation for Board member Frank Riccio, who has served since 1989, held two leadership roles – one as Chair of the Board and one as Treasurer, and has provided loyal and faithful performance sharing valuable insights from various sectors of the hospitality industry. Lori Proper seconded the motion, and all present voted in favor of the motion. (see attachment C)*

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David Hutchings reviewed the assignments to the committees of the Board.

He noted that leadership of the Committees of the board as: Executive (David Hutchings, Chair), Governance (Lenore Friend, Chair), Nominating (Charles Parkhurst, Chair), and Finance (Lisa FitzGerald, Chair). He reviewed that our other committees will be issued based and task force like.

*Lenore made a motion to approve the appointments of the Chair to the committees as indicated in the Committee Assignment chart for FYE 2023. (Attachment D) Steve Fuller seconded the motion, and all present voted in favor of the motion.*

**Old Business** None was brought before the board.

**New Business** No new business was brought before the board.

**Adjourn** - *Bob Bennett made a motion to adjourn the meeting to our 2022 Holiday Party. Sheryl Mordini seconded the motion, all present voted in favor of the motion.*

**Next Meeting:**

Wednesday, March 1, 2023.

11:30 a.m.

Geneva On The Lake

DRAFT

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ATTACHMENT A. (1)

<b>Board Member Attendance:</b> October	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

DRAFT

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ATTACHMENT A. (2)

<b>Board Member Attendance:</b> November	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 28<sup>th</sup>. 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 28<sup>th</sup>. 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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**A Finger Lakes Visitors Connection, Ontario County, NY**  
**Board of Directors Meeting – Thursday, December 8, 2022 – 3:30 p.m.**  
**Young Lion Brewery, Lakeshore Drive**  
**Canandaigua, NY 14424**

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

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ATTACHMENT B.



Ontario County, NY

19 Susan B. Anthony Lane

Canandaigua, NY 14424

(585) 394-3915

VisitFingerLakes.com

**Board of Directors Self-Evaluation – October 1, 2021, through September 30, 2022**

The board of directors survey was conducted via Survey Monkey between November 1 and November 30, 2022; and reflected on the Fiscal Year ending on September 30, 2022.

All members of the Board completed the survey. The survey results were compiled by Steven Laros, Director of Operations, and presented and reviewed at the Board meeting on December 8, 2022 by nominating committee chair and Secretary, Charles Parkhurst.

**Scoring Highlights.**

- The Average “grade” for the board was 89%.
- The highest individual question response was a 96% mark for “I abide by the adopted policies of the board.”
- The second highest positive response was a 95% positive for “I recognize that my board position is one of oversight, fiduciary responsibility, and policy guidance, and am cognizant to this role vs. that of paid staff.
- The lowest individual question response was 79% for the question: “I am prepared for, attend, and actively participate in at least 60% of the meetings. The average was 3.9 out of 5.

**Unaided Responses.**

**Question 13: The most rewarding part of my engagement with FLVC Board is:**

- Being a new board member, I haven't fully immersed myself into the board, so I don't really have a "rewarding" part of being a board member. I am however, looking forward to being a more involved, active member and participating in all board functions.
- Being an active part of decision making of the FLVC business.
- Interacting with the leaders of tourism in Ontario County to improve the tourism industry
- Being able to enhance and improve visitor experiences.
- I have enjoyed helping with the marketing/operations interviews
- Knowing that my efforts towards building tourism are important.
- I feel like I can add value and insight. The Visitors Connection has assembled a nice group of people to work with and share ideas.
- Connecting with other community leaders to advance tourism for Ontario County.
- Helping the FL region grow
- Being part of a group that gives back to the community in which we work and live.
- Helping Tourism grow in Canandaigua
- Keeping informed of the trends in Tourism that will help all of us succeed

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**Other Comments Question 14: (in particular if you have suggestions for our operations assuming COVID-19 protocols continue.)**

- Four answers: The organization is doing a good job of following COVID protocols set by the county, NYS, and CDC.
- Zoom meetings make it incredibly efficient and easier to attend. But there is a lot lost such as pre/post meetings, side conversations, etc.
- Great job!
- Please continue to keep the board informed on all updates on COVID and tourism trends.

**Individual Questions Ranking.**

<b>2022 Board of Directors Self Evaluation</b>	
Q1. I am prepared for, attend, and actively participate in at least 60% of the board meetings	Average Score: 3.9/5.0 (79%)
Q2. I contribute to at least one committee by participating in its deliverables through attendance, information sharing, and insights	Average Score: 4.3/5.0 (87%)
Q3. I recognize that my board position is one of; oversight, fiduciary responsibility, and policy guidance, and am cognizant to this role vs that of paid staff.	Average Score: 4.7/5.0 (95%)
Q4. I am willing to grow within the board structure and assume a leadership position	Average Score: 4.3/5.0 (85%)
Q5. I abide by the adopted policies of the Board of Directors	Average Score: 4.8/5.0 (96%)
Q6. I actively participate in the decisions of the board - work towards consensus decision making.	Average Score: 4.7/5.0 (93%)
Q7. I Provided an initial bio and update as changes occur	Average Score: 4.3/5.0 (87%)
Q8. I Complete Board Self Evaluation questionnaires	Average Score: 4.5/5.0 (91%)
Q9. I Complete(d) Conflict of Interest Statement and Code of Ethics - Ontario County.	Average Score: 4.7/5.0 (93%)
Q10. I Complete(d) an Oath of Office (upon appointment/reappointment) - Ontario County.	Average Score: 4.6/5.0 (92%)
Q11. I Completed the PARIS Training (upon appointment) - NYS	Average Score: 4.7/5.0 (93%)
Q12. I fill(ed) out acknowledgement of Fiduciary Duties - PARIS	Average Score: 4.6/5.0 (92%)



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**Questions in relation to the specific board goals for 2022**

Q15. The Board successfully implemented the Visitor Experience Fund; monitored, evaluated, & planned for the future.	Average Score: 4.4/5.0 (88%)
Q16. The Board monitored and contributed to the process of completion of the action items of the strategic plan.	Average Score: 4.3/5.0 (85%)
Q17. The Board supported the research initiatives surrounding the meeting and conference market.	Average Score: 4.3/5.0 (85%)
Q18. The Board participated and engaged with the educational opportunities provided in conjunction with the meeting schedule this year. Ensuring a "cross-community" and "cross discipline" presence.	Average Score: 4.0/5.0 (80%)
Q19. The Board followed the board norms, including confirming attendance in advance of the meetings.	Average Score: 4.4/5.0 (88%)
Q20. The Board monitored and contributed to the process of completion of the action items of the strategic plan.	Average Score: 4.3/5.0 (87%)

DRAFT

**A Finger Lakes Visitors Connection, Ontario County, NY  
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Canandaigua, NY 14424**

ATTACHMENT C.

RESOLUTION OF APPRECIATION FRANK RICCIO

WHEREAS, Mr. Frank Riccio, of 5739 Dalton Drive Farmington, NY, has served on the Board of Directors of the Ontario County Four Seasons Local Development Corporation since 1989; and

WHEREAS, Mr. Riccio has devoted both his time and his expertise in the guidance of the Ontario County Four Seasons Local Development Corporation in its mission to the enhancement of tourism and economic development of the Ontario County tourism industry; and

WHEREAS, Mr. Riccio has brought considerable knowledge and experience to the board through his various affiliations with; Sunrise Hill Inn, Farmington; Cobblestone Country Club, Bristol Mountain, Bagels, Cakes & More, to name just a few; and

WHEREAS, Mr. Riccio has served as President of the Board of Directors of the Ontario County Four Seasons Local Development Corporation from 1993 to 1995; and served as the Treasurer of the board in 2011 to 2019; and

WHEREAS, Mr. Riccio chose to retire from the Board of Directors of Ontario County Four Seasons Local Development Corporation effective September 30, 2022, yet remain active in advising the board on many aspects of tourism economic development and marketing; and;

WHEREAS, The Ontario County Board of Supervisors recognizes the valuable contributions Mr. Riccio has made to the growth of the tourism industry for Ontario County; now, therefore, be it

RESOLVED, That the members of the Ontario County Board of Supervisors recognize the loyal and faithful performance of his duties and wish to express their appreciation to Mr. Riccio; and further

RESOLVED, That copies of this resolution be sent by the Clerk of this Board to the Chairperson of the Ontario County Four Seasons Local Development Corporation, and Mr. Riccio.

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Attachment D.

**Finger Lakes Visitors Connection  
2023 Appointments  
Committees of the Board**

Executive Committee - Chair, David Hutchings

Members: Officers - Lenore Friend, Lisa FitzGerald, Charles Parkhurst

Governance Committee - Chair, Lenore Friend

Members: Mike Darling, Mark Gilbride, Mike Kauffman, Darren Holden, New member

Nominating Committee - Chair, Charles Parkhurst

Members: Lori Proper, Mike Roeder, Sherry Brahm-French

Finance/Audit Committee - Chair, Lisa Fitzgerald

Members: Steve Fuller, Russ Kenyon, Sheryl Mordini, Todd Plouffe

**2023 Appointments - Leadership and Board Members  
Strategic Plan Task Forces  
Committees of the Corporation**

Strategic Initiative 1 - Build new and enhance existing Visitor Experiences

Board Leadership: Sheryl Mordini

Additional: Mark Gilbride

Strategic Initiative 2 - Mobility and Access, Diversity, Equity and Inclusion

Board Leadership: **TBD**

Additional: Lori Proper, Sherry Brahm-French

Strategic Initiative 3 - Travel Industry Issues - policy action committee

Leadership: Steve Fuller

Additional:

Strategic Initiative 4 - Foster and Develop Work Force

Board Leadership: Mike Kauffman

Additional: Mike Darling

Strategic Initiative 5 - Connectivity and Community Engagement positioning FLVC as the voice of the travel industry

Board Leadership: Mike Roeder

Additional: Lisa Fitzgerald, Russ Kenyon