

**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.*

**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.*

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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. 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

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ATTACHMENT A.



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%)

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ATTACHMENT B

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 C

**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