

A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Tuesday, March 19 – 2:00 p.m. – 3:45 p.m.
Finger Lakes Community College, Canandaigua, NY

Board Member Attendance:	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		
Mike Kauffman, Eastview	x		
Mike Roeder, Caledonia Country Club	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		
Chris Vastola, Ontario County Board of Supervisors, Town of Canadice	x		
Lori Proper, The Lake House at Canandaigua	x		
Sherry Brahm-French, Arbor Hill Grapery & Winery		x	
Mike Darling, Crafty Ales and Lagers		x	
Todd Plouffe, Indus Hospitality Group		x	

Staff: Valerie Knoblauch, Julie Maslyn, Tracey Burkey, Jessica VanDeMar, Theresa VanWormer, Patti Rose.
 Guests: Nicole Mahoney, Break the Ice Media, Moderator for Workforce Development Workshop. FLCC – Todd Sloane, Sarah Pendry, Ryan McCabe, and Paula Savage; Tracey DelloStritto- Ontario County Chamber of Commerce; Miranda Odell- FLX Chamber of Commerce; Catherine Price- Geneva BID; Kathy Rayburn – Victor Local Development Corporation, Mitch Donovan – Board Member, Ontario Co. Chamber. On Zoom – Naved Amed-Geneva on the Lake. Joining at 2:40 – Jim Cecere, FLX Goods and at 3:15 Thomas Lyon – Ontario County Planning.

Call to Order, Attendance, Welcome and Introductions. David Hutchings called the meeting to order at 2:10. He welcomed everyone and asked for self-introductions.

Consent Agenda. David Hutchings asked for a motion on the Consent Agenda.
Subsequently, Chris Vastola offered this motion which was seconded by Sheryl Mordini.

A motion to accept the Consent Agenda items:

1a – Minutes of the Board of Directors meeting for January 26, 2024.

1b – Financial Reports including the newly formatted from QuickBooks Online Company Report for the Board of Directors as of 2/29/24 and the Budget vs. Actual year-to-date 2/29/24.

Mark Gilbride joined the meeting at this time.

P 1 – March 19, 2024

P 16 – FYE 2024

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Finger Lakes Community College, Canandaigua, NY

Audit Finance Committee.

Steve Fuller presented on behalf of the Finance and Audit Committee and the offered the following motions:

Audit Services – 2024 to 2028. Moved by: Steve Fuller on behalf of the Finance Committee, seconded by Sheryl Mordini *to accept the Mengel, Metzger, Barr proposal for audit for 2024 to 2028 and to direct Valerie to enter into the contracts necessary to accept the bid as submitted.* All present voted in favor of the motion.

Accounting and Bookkeeping – 2024 to 2028. Moved by: Steve Fuller on behalf of the Finance Committee, seconded by Sheryl Mordini *to accept the proposal of Bowers and Co. for the five-year program and quote as presented in response to our RFP for Accounting and Bookkeeping services for 2024 through 2028.* All present voted in favor of the motion.

Amended Budget. Steve then made a *motion to adopt the 2023-2024 amended Budget (2/29/24).* This motion was seconded by Mike Kauffman. As background, Valerie had reviewed with the committee that the transfer of the budget from QuickBooks Desktop to QuickBooks Online had not transferred correctly. In rebuilding, she had to change the month-to-month and wanted to adjust two-line items – one for benefits and one for operations salaries. There was no further discussion or questions. All present voted in favor of the motion.

Governance Committee – Report by Lisa FitzGerald

Lisa entered the meeting at this time and immediately reported on her committee meeting from a few weeks ago. She reported that the committee reviewed fourteen policies and procedures, most of these were date driven reviews. Her committee recommendations were as follows: To ask Russ Kenyon for a review of Policy #110. Joint Venture. She asked Valerie if there was a report on that and Valerie shared that she had not given this to Russ yet but will right after this meeting. Policy #110 will be on the May meeting agenda for review.

The committee had also referred to the Finance/Audit Committee Procedure #503 Internal Control Policy. The modifications to this policy should come after approval of the new vendor for Accounting and Bookkeeping. The Finance committee will offer the next draft of this policy after working with Valerie.

On the other policies, *Lisa FitzGerald moved on behalf of the committee with a second by Lori Proper to renew Policy #104, Policy #106, Policy #107, Policy #113, Policy #115, Policy #116, #303 without change.* These policies were all approved unanimously.

P 2 - March 19, 2024

P 17 – FYE 2024

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A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Tuesday, March 19 – 2:00 p.m. – 3:45 p.m.
Finger Lakes Community College, Canandaigua, NY

Governance Committee, continued.

Russ Kenyon entered the meeting at this time.

Lisa continued her report. She noted that there were a few policies that were recommended for slight changes or clarifications. The one policy on compensation had not been updated since 2016, plus it didn't have an execution clause, which is a recommended addition. Following that clarification, Charles Parkhurst made a motion to *edit Policy #304 Process for Review and Compensation for Chief Executive Officer by adding the following sentence: The Chair of the Board or his or her designee shall be the lead facilitator for this annual review. The annual review shall take place no later than June 1 of each year in consideration of the upcoming budgeting cycle.* The motion was seconded by Steve Fuller and passed unanimously.

In a related motion, Steve moved and Charles seconded the recommendation of the Governance committee to *remove Procedure #504 Determining Chief Executive's Officer Compensation.* Lisa noted that *is all covered in Policy #304, and therefore redundant.* All voted in favor of the motion.

Lisa's committee's last recommendation was Policy #109 Document Retention and Destruction. This policy had specific links to sites for guidelines, however, it was difficult to ensure that the links were live. A decision was made to refer to the sources in more generic terms. Mark Gilbride, a member of the committee offered the motion to amend policy #109 Document Retention and Destruction as follows.

- a. to remove the specific websites, and company mentions, and instead refer to the contacts as "current auditors" and the Ontario County Director and Records Management Officer.*
- b. To add in this language: The President shall ensure that a member of the staff is designated as archivist for the corporation and is attentive to retain such records as may be required, as well as those which may be desired to reflect an accurate history of the corporation and its marketing programs.*

His motion was seconded by Sheryl Mordini and passed unanimously.

Nominating Committee. Charles Parkhurst reported on behalf of the committee that they had a couple of new candidates under review and would be bringing their recommendation to the Board at the next meeting. David and Charles reminded the board that there were two terms open at this point: Bob Bennett's expired term (through September of 2026) and Darren Holden's unexpired term ending in 2025.

P 3 - March 19, 2024

P 18 – FYE 2024

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A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Tuesday, March 19 – 2:00 p.m. – 3:45 p.m.
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Executive Committee. David Hutchings commented on Dan Fuller’s recognition at the Ontario Chamber awards ceremony. Dan was named the Lifetime Achievement Honoree. David noted that was the former, Mr./Mrs./Ms. Canandaigua award. He commented about all Dan had done for the community and in particular the leadership and representation of our industry. This is an honor to Dan and his family, noting that Steve Fuller was currently on board, and the family continues to give beyond their enterprises. He offered a resolution of commendation, which can be shared with Dan and entered into our official record. See Attachment B.

Team Reports: Marketing, Business Development and Visitor Services update. Jessica reported on the Solar Eclipse. She has been representing us at the county meetings. Event details are coming in. Jessica noted, “it’s not an ‘if the solar eclipse happens’ – it’s going to happen.” April 8, 2024, at approximately 3:20 p.m. David noted that Sonnenberg would not be open for the concern of the gardens. He referred to programs being held at FLCC as being robust – with plenty of parking. Jessica noted private business’ creative events –the Alpacalipse at Lazy Acres. Our team will be in various locations and continues to provide eclipse glasses to the municipalities. Our solar eclipse microsite continues to be updated and is receiving increased visitation.

President’s Report. Valerie noted that the Virtual Museum update was immediately following this meeting. This will provide a thorough update and allow board members and other guests to meet the new contractors for the project: STQRY and RIT of the Magic Studios and different departments that will interface with our team, project lead Valerie and content with Theresa.

Old Business. No old business.

New Business. David called on Tracey to give the group some quick facts on the next meeting and on the 40th Anniversary of FLVC. Tracey noted the next meeting location at Ganondagan, and details will follow. She told everyone that the Save the Date card was going to be sent for May 21 Legacy Awards and FLVC 40th Anniversary recognition. This is scheduled for the Cracker Factory in Geneva from 4:00 – 6:00. She noted that the format was different because the focus is on recognizing the past recipients and having a gathering of these folks to highlight the successes of our industry over time.

Strategic Plan Focus. Tracey introduced this Strategic initiative. First, we’d hear from our guest speakers on a program that FLCC is getting ready to roll out to the small businesses with a hospitality focus for training. Jessica VanDeMar has been our representative at these activities, and she re-introduced the presenters for FLCC. Tracey noted that both she and Jessica are alums of Niagara University and Jessica also of FLCC. David Hutchings indicated that he was a 1980 graduate of FLCC Horticultural program and a member of the Woodsman Team.

P 4 - March 19, 2024

P 19 – FYE 2024

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A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – Tuesday, March 19 – 2:00 p.m. – 3:45 p.m.
Finger Lakes Community College, Canandaigua, NY

Jessica quickly reviewed the sequence of events that led to today's presentation and reintroduced our speakers. Ryan McCabe, Associate Vice President of Academic Technology and High Impact Practices at FLCC, commented about the work with the Ontario County Office of Economic Development alongside Finger Lakes Visitors Connection. Meetings held between these three parties, and additional parties as invited, have led to a cooperative workforce education program.

Jessica welcomed Sarah Pendry, FLCC's Workforce and Career Solutions Custom Training Specialist, to the front to present. Sarah's presentation covered a high-level overview of the modules that FLCC will be offering, ranging from Customer Service to Operations Management and Tourism Destination Training. These modules can be offered individually or as part of an entire package and are designed to occur in an in person, group atmosphere for half a day's length. Sarah and Todd Sloane, FLCC, stated that they plan to kick off the program in May with Lincoln Hill Farms as their first study.

Sarah indicated that she would send to FLVC the presentation for distribution. Valerie encouraged anyone who had further feedback for FLCC to give it to us and/or directly to them. They are seeking counsel and advice directly from the industry and had many people sign up to be part of those future conversations.

Strategic Plan Workshop. Facilitated by Nicole Mahoney, Break the Ice Media.

Strategic Initiative 3. Foster and support an abundant and well-trained workforce for the hospitality businesses. Action: FLVC will coalesce the travel industry businesses with schools, governments, and workforce organizations on a long-term plan to inspire younger generations to seek out careers in hospitality, to provide training/education for those entering the workforce and to address competitive pay and benefits to retain a qualified workforce. She provided a handout that told of some of the specific initiatives.

Tracey introduced the topic for the day with a referral to the Strategic Plan, initiative #3 which deals with workforce development. The board adopted these initiatives in 2021 as needing attention. It was noted that while much has changed, the basic focus of needing more employees, and more engaged employees has only been accentuated.

Tracey introduced Nicole Mahoney who was asked to facilitate the meeting. Nicole's company is focused on tourism, and she currently holds multiple NYS contracts – as well as clients across the United States and international, as well. Nicole's many clients share their circumstances and perspectives with her, and she can share them with us. Tracey referred to Nicole's book, "Stronger Together, Building World-Changing Business Collaborations."

P 5 - March 19, 2024

P 20 – FYE 2024

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Board of Directors Meeting – Tuesday, March 19 – 2:00 p.m. – 3:45 p.m.
Finger Lakes Community College, Canandaigua, NY

Tracey noted that the spirit of collaboration mirrors our board, and the purpose of today's meeting was not that FLVC had to "do it all" but rather to prioritize and cull the events and to form partnerships with others on who can get it done. Tracey mentioned her role as an alum of Niagara University and mentoring these young talents to develop this segment of the workforce. She turned the workshop over to Nicole Mahoney.

Nicole led the group through an exercise revealing recent successes in the workforce and asking their expectations for this meeting. Additionally, she directed the audience to the handout in the room which provided an overlook of the various programs that are under consideration. She noted that this was obviously a lot, and that the idea was to prioritize the areas of training, recruitment, and retention – and then reveal who had both the passion and competency to address the needs within.

There were several references to "tourism's role" in sharing the lifestyle in the destination to make it an attractive place to not only work, but to live. This live, work, play theme was essential to both recruitment and to retention.

Questions specifically focused on were the J-1 program and opportunities through that as a potential untapped. Also, the potential role of creating a resource bank of people Steve Fuller spoke to his use of the J-1 program as did Lori Proper. Another area of focus was training and the need to make sure we hit the middle layer of managers and not just the frontline people. The demand for e-learning was reemphasized in order to balance schedules.

The workshop generated feedback from the participants. Nicole will consolidate that feedback and the notes to bring back ideas for organizing priorities – and assigning leaders of the different initiatives.

Nicole received a round of applause for leading us through this tight schedule. More will follow.

Valerie encouraged anyone to stay for the virtual museum which was immediately following. We would have guests from RIT and STQRY and it was going to be a lively session explaining the program and our needs and timeline to move this forward.

Adjournment. *David Hutchings asked for a motion to adjourn. Russ Kenyon cast the motion. It was seconded by Chris Vastola and the meeting was adjourned at 3:45*

Next Meeting: Thursday, May 16 at Ganondagan, Victor
Legacy Awards Date: May 21 from 4:00 – 6:30 at the Cracker Factory, Geneva

P 6 - March 19, 2024
P 21 – FYE 2024

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Attachment A
Amended Budget – 2023/2024

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**Attachment B
Recognition of Daniel Fuller
on his award for Lifetime Achievement by the Ontario County Chamber of Commerce**

WHEREAS, Mr. Daniel Fuller of Bristol Mountain, Route 64, South Bristol (Canandaigua) New York was an original member of the Ontario County Tourism Board, established by the Ontario County Board of Supervisors on February 2, 1983; and

WHEREAS, Dan Fuller, served faithfully for twenty years as a member of the Ontario County Four Seasons Local Development Corporation Board of Directors from 1984 – 1996 and again from 2009 – 2017, including serving as the second chair of the board in 1985 and 1986; and

WHEREAS, Dan Fuller, has also served from 1997 to 2008 as an honorary board member, making his service continuous for 33 years; and

WHEREAS, Dan, has additionally brought considerable accolades to Ontario County and our tourism industry and organization through his service at various state level positions including as a member of the Governor’s Tourism Advisory Council, the Regional Economic Development Council, and the Ski Areas of New York; and

WHEREAS, Dan has remained active or allowed his family members and various team members to participate in various community organizations, lending their expertise and passion for continue to grow all of the Bristol Mountain amenities – from winter mountain activities to waterpark activities, as well as grow the communities in which these are hosted; and

WHEREAS, Dan was named by the Ontario County Chamber of Commerce, formerly the Canandaigua Area Chamber of Commerce as its 2024 Lifetime Achievement recipient; and

WHEREAS, the board and team at Finger Lakes Visitors Connection wishes to congratulate Dan on this personal recognition as well as thank him for the credibility that such a recognition brings to our industry; now therefore be it.

RESOLVED, That the Finger Lakes Visitors Connection does hereby applaud and thank Daniel Fuller for his contributions to our tourism community as well as the Greater Canandaigua community; and wishes him continued successes both personal and professional for his endeavors which impact all of us.

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Budget Overview: FY_2023_2024 - FY24 P&L

October 2023 - September 2024

	TOTAL
Income	
41000 Government Contracts	1,175,000.00
42000 Grants	
42100 NYS Matching Funds	56,750.00
42200 NYS Subgrant - Meetings	0.00
Total 42000 Grants	56,750.00
43000 Private Sector	
43050 Program Revenue	8,450.00
43075 InKind, Donated Services	14,230.00
Total 43000 Private Sector	22,680.00
44000 Interest Income	2,966.00
Total Income	\$1,257,396.00
GROSS PROFIT	\$1,257,396.00
Expenses	
50000 Marketing, Sales, Promotions	
51100 Advertising and Promotion	
51150 Social Mktg. Adv. Promotions	63,000.00
51160 Traditional advertising	15,000.00
Total 51100 Advertising and Promotion	78,000.00
51200 Brochures, Collateral, Flyers	75,000.00
51300 Mailing, Info Centers, Distrib.	
51325 Fulfillment - MF	7,200.00
51350 800# - Matching Funds	0.00
51375 Info Centers Expenses	4,950.00
Total 51300 Mailing, Info Centers, Distrib.	12,150.00
51400 Shows/Info Centers	
51450 Displays and Giveaways	10,750.00
51475 Trade Show Expenses	3,200.00
Total 51400 Shows/Info Centers	13,950.00
51500 Website	
51520 Website Maintenance & Support	10,800.00
51525 CRM Costs	10,500.00
51550 CMS - Content Management System	31,800.00
51575 SEO/SEM Costs	30,300.00
51590 Microsites - Landing Pages	18,350.00
Total 51500 Website	101,750.00
51750 Photo/Video/AV	5,350.00
51800 Research, Reports	7,150.00
51900 Brand - Strategy, Design, Comm.	
51910 PressReleases, Newsletters, Rpt	600.00
51925 Email Marketing Fees	1,080.00
51940 Design, brand development	31,500.00
51950 Content Devel. and Mgmt.	19,500.00

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Budget Overview: FY_2023_2024 - FY24 P&L

October 2023 - September 2024

	TOTAL
51975 Media, Trade, VIP Hosting	4,950.00
Total 51900 Brand - Strategy, Design, Comm.	57,630.00
52000 Partnership Dev. & Industry	
52100 Partner Program and Sales	9,250.00
52200 Workforce Engagement & Training	1,110.00
Total 52000 Partnership Dev. & Industry	10,360.00
52500 Business Dev. (Sales)	
52600 Direct Sales/ Lead Generation	42,075.00
52700 Client Events - Fam Tours	1,850.00
Total 52500 Business Dev. (Sales)	43,925.00
53000 Cooperative Marketing	
53100 Regional Transfer MF	39,750.00
53200 Regional Coop - Non-MF	10,900.00
53300 NYS Cooperative Opp. Fund	2,150.00
53400 Niche Markets - Coops	4,600.00
Total 53000 Cooperative Marketing	57,400.00
54000 Visitor Services and Supplies	
54100 Supplies and Promotional Items	3,250.00
54200 Leisure In Destination Services	600.00
54300 Meeting and Event Services	2,200.00
Total 54000 Visitor Services and Supplies	6,050.00
55000 Staff Payroll	
55001 Marketing and Sales Staff	336,000.00
55020 Interns and Casual Labor	1,000.00
Total 55000 Staff Payroll	337,000.00
55050 Contractors for Projects	2,150.00
56100 Professional Development	11,400.00
56200 Dues, Books, Subscriptions	10,940.00
56300 Loc. Mtgs & Site Visits	7,200.00
57000 Brand Develop. Strategic Plan	7,000.00
58000 Economic Dev. / Product Dev..	29,200.00
59000 InKind Expense	14,275.00
59999 Other Marketing Expense - Misc.	3,126.00
61000 Technology/Information Systems	36,000.00
Total 50000 Marketing, Sales, Promotions	927,006.00
62000 Operations/Admin. General	
62050 Automobile Expense	10,800.00
62100 Bank Service Charges	900.00
62200 Furnishings and Equipment	1,200.00
62225 Hosting and Meeting Expenses	3,400.00
62300 Insurance Expense	9,300.00
62400 Office Supplies/Stationery	3,350.00
62500 Professional Services	51,650.00

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Budget Overview: FY_2023_2024 - FY24 P&L

October 2023 - September 2024

	TOTAL
62600 Repairs and Maintenance	8,000.00
62700 Taxes - property	7,200.00
62800 Telephone , Postage, Email	6,720.00
62900 Utilities	12,120.00
62950 Depreciation Expense	46,850.00
62999 Misc. and Reserve Additions	14,000.00
Total 62000 Operations/Admin. General	175,490.00
66000 Payroll Expenses	
66001 Gross pay operations	67,330.00
66002 Employer Payroll Taxes	27,600.00
66003 Benefits	22,900.00
66004 Employee Retirement	13,200.00
66005 Payroll Processing Fees	7,500.00
66006 HSA Contributions	4,080.00
66007 Wellness Benefit	2,750.00
66008 Cash in Lieu of Benefits	9,540.00
Total 66000 Payroll Expenses	154,900.00
Total Expenses	\$1,257,396.00
NET OPERATING INCOME	\$0.00
Other Income	
8500 Other Income	0.00
Total Other Income	\$0.00
NET OTHER INCOME	\$0.00
NET INCOME	\$0.00