

Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Meeting – June 26, 2025, 8:30 a.m.
Finger Lakes Welcome Center

Board Member Attendance:	Present	Excused	Absent
David Hutchings, Sonnenberg Gardens - Chair of the Board	X		
Steve Fuller, Bristol Mountain	X		
Charles Parkhurst, Lyons National Bank - Board Secretary	X		
Lisa FitzGerald, Finger Lakes Winery Tours, Feathers & Tails Farm – Vice Chair of the Board		X	
Mike Kauffman, Eastview		X	
Mike Roeder, Caledonia Country Club	X		
Sheryl Mordini, 1795 Acorn Inn Bed and Breakfast		X	
Lenore Friend, Finger Lakes Community College	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
Jim Cecere, The Speakeasy at VINIFERA, FLX Group	X		
Naved Amed, Geneva on The Lake			X

Staff: Alicia Richie Quinn, Tracey Burkey

Call to Order and Welcome. Chair David Hutchings called the meeting to order at 8:38 a.m. and welcomed everyone. He welcomed our new President and CEO, Alicia, and asked everyone to introduce themselves. Alicia provided a background of her career and path to Ontario County. She is currently renting in Canandaigua and getting settled into the area.

Consent Agenda & Financials

Finance Committee - Steve joined via zoom and had a hard stop, so he gave his report first. He met with Alicia and Tracey to review the status of accounts and the process for approvals. Alicia is now on the CNB account but still needs to get on to Five Star. This includes obtaining signing ability at some of our banks, including Key Bank, which has the remainder of the matching funds balance. They decided they should run out the remainder of the matching funds and close the account at this bank and open it at a different one. Alicia is running into challenges of things being in Val's name and she cannot access them, or she cannot change it and needs to start over. It was agreed that future credit cards should be taken out under FLVC, not an individual. Alicia discussed changing the credit card company since Val's social security number is tied to our current one.

Steve suggested that any accounts opened on behalf of the organization be put in FLVC name, not a personal name. He also suggested that we make a motion at the next meeting authorizing money be moved from the reserve account to the checking account to reimburse the remaining amount for the search.

A motion was made by Russ and seconded by Sherry to approve the minutes and the Financial Reports from May 2025.

Committees of the Board

Executive Committee

David and Alicia spoke at the tourism meeting they both attended at New York Kitchen. The meeting was set up by Denise Chaapel from the Canandaigua BID. The focus of the meeting was the 14224-zip code area which is mostly downtown. The current visitor center at the Chamber is moving to the BID offices for the remainder of this year. Denise spoke of the need for an events calendar and brand for the area as well as a unified tourism effort. Alicia introduced herself at the meeting and suggested the group consider use of our existing brand equity and that we have a calendar of events on our website.

Governance Committee

Tracey reported that this was the one committee she did not get a meeting scheduled with. She could not reach Mike Darling, chair of the committee. Recently Mike resigned from the board due to business conflicts. Russ agreed to be the new chair; Tracey will reach out to suggest a time to the committee.

Finance/Audit Committee

No report currently

Nominating Committee

Lori Proper gave the committee update. The board will have several open positions at the end of September. Mike Darling resigned from the BOD. Mike Kaufman is retiring at the end of August, and the remainder of his term will need to be filled. Jim Cecere is running for Mayor of Geneva. He will remain on the board but if he gets elected would resign at the start of his term. Sherry French and Sheryl Mordini have both indicated they will be done at the end of their term. Chris Vastola will remain the County representative until January, when the county provides a new representative.

The committee has reached out to several people to measure their interest. The focus is to be sure they are spread out among industry, geography, and other factors. It is important they can attend and participate in meetings.

Ideas included representatives from the healthcare industry; HWS, Brewery Ardennes, Naples community, Phelps, beverage company, FLTA. The committee will present a proposed list at the August board meeting for approval and then it will go to PEQ on September 2 followed by the Board of Supervisors on September 11.

President's Report

Alicia shared where she has visited in Ontario County, including community engagement meetings attended. She has focused her first month on the FLVC team, getting to know them and assessing their skills and areas of focus. She again mentioned that she is working to get the office operations streamlined and plans to meet with each board member one-on-one later in the summer.

Marketing Team/Destination Development Update

Tracey reported that she and Alicia attended the NYSDMO meeting in Lake George on May 28-29. Alicia was able to meet several leaders of other destinations as well as the I Love NY State Tourism Director and the President of the NYS Hospitality and Tourism Association.

Tracey attended the ESSAE Annual Conference & Tradeshow on June 12 in Albany. Representatives from The Lake House and Hotel Canandaigua also attended. Hobart William Smith was at a nearby booth promoting their conference space giving Ontario County a strong presence in front of association executives and meeting planners representing NYS associations.

The team at FLVC hosted a Literature Exchange on June 12 at the Hotel Canandaigua. Industry partners pulled up in their cars with brochures and exchanged them with other hospitality partners and FLVC. It was an opportunity to restock their brochure racks for the busy summer months to promote each other and a nice way to network.

Tracey is sitting on the Downtown Revitalization Committee (DRI) for Canandaigua representing the tourism industry. The city was awarded a \$10 million grant to assist with improvements in the Main St. area. Lenore Friend also sits on the committee. Alicia attended the last meeting with Tracey to learn more about the project.

Old Business

Lenore asked for a Virtual Museum Update. Alicia responded that with Valerie out of the country since the last meeting, FLVC does not have an update to share. But once Valerie returns, an update will be available/shared.

Visitor Center questions were asked regarding the Chamber to Canandaigua BID and FLVC with visitor services. Alicia talked about kiosks in the future or solutions that are digital and most accurate/visual for users.

Chris Vastola inquired about FLVC's sports services as a cycling event is being held in the county. He wondered what FLVC does with these types of events. Alicia and Tracey reported that to-date, sports have not been a proactive initiative of FLVC other than a select few and booth services, but both are familiar with how other destinations work with sports organizers to offer visitor services and content to its participants. If this is something that the board/community sees of value, Tracey and Alicia agreed FLVC will need to work its services into our structure, reworking staff responsibilities to aid in bandwidth.

p. 3 June 26, 2025

p. 35 FYE 2025

Strategic Plan - David asked if we are going to use Valerie's bridge plan for the upcoming year as our plan expires at the end of 2025. The group shared it would be good to review as FLVC does not have the bandwidth to take this on in its best light with a few months left. Strategic plans take time and the learnings through leadership transition shall help shape a plan that propels the destination and organization forward under its new leadership and goals.

Adjournment. *David asked for a motion to adjourn. Charles cast the motion. It was seconded by Russ and the meeting was adjourned by unanimous consent at 10:07 a.m.*

Next Meeting: July 24, 2025, 8:30 a.m., Lyons National Bank, Farmington

p. 4 June 26, 2025
p. 36 FYE 2025