

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Wednesday, May 2, 2012 7:30 a.m.
Canandaigua Airport, Canandaigua

PRESENT

Russ Kenyon
Mike Roeder
Lois Kozlowski
Mary Luckern
Carl Carlson
Suzanne Farley
David Linger

Lisa Fitzgerald
John Brahm
Bob Bennett
David Hutchings

EX-OFFICIO

Alison Grems, Canandaigua Chamber
Spike Herzig, Geneva Chamber

EXCUSED

Jessica Bacher
Alexa Gifford
Dick Maltman
Mike Kauffman
Dan Fuller
Frank Riccio

STAFF

Valerie Knoblauch
Sue Schmidt
AJ Shear
Rebecca Donovan
David Lee
Sara Paduano

WELCOME – Chairman Mike Roeder called the meeting to order at 7:30 a.m. and thanked Jill Werth of Canandaigua Airport for hosting the meeting. Jill welcomed everyone on behalf of General Manager Chris Schubert, thanked the board for the opportunity to share information about the airport, and offered a tour following the meeting. Mike asked for introductions around the table. Valerie Knoblauch welcomed Sara Paduano, Integrated Marketing Specialist to the FLVC team. Valerie congratulated Sara on receiving her MBA and on being named Outstanding MBA Graduate at St. John Fisher College.

OFFICIAL BUSINESS – Russ Kenyon moved to **approve the Minutes of the March 21, 2012 Board of Directors Meeting**. Bob Bennett seconded and the motion was passed unanimously.

Valerie Knoblauch presented the financial reports for March and year-to-date. Valerie asked Deb Lemke, Fredericksen & Sirianni, to advise in how to make adjustments that would account for the year-end journal entries from 2011 to not impact the cash-based financials for the board. These adjustments have been made per her recommendation. Valerie noted that the current reports are on target with budget. Bob Bennett moved to **accept the March financial reports**. Carl Carlson seconded and the motion was passed unanimously.

Valerie Knoblauch reported that three pieces of equipment were being taken out of service – the 2006 server, the computer associated with the Weatherbug camera, and one 2004 computer. None of these computers have residual value. Valerie assured the board that all data will be inaccessible. Bob Bennett made a motion to **authorize Valerie Knoblauch to securely dispose of three out-of-service computers (PC serial #PFQ4K7K2TxVKDRJRG2TC30246, Weatherbug server, and Proliant ML 110 server)**. David Hutchings seconded, and the motion passed unanimously.

Valerie reported that the litigation with Atomic Design has been settled, the Mutual Release has been signed, and the settlement check for \$4,000 has been received.

Valerie reminded the board that an updated Mission Statement and Performance Measures document was reviewed at the March 21, 2012 board meeting. Board members' input caused Valerie and the staff to rethink the measurements. The Executive Committee reviewed the updated version on April 25, 2012 and made additional suggestions, including a reporting period through September 30, 2013. Valerie presented the most recent version to the board, and asked for comments. John Brahm made a motion to **adopt the Mission Statement and Performance Measures through September 30, 2013**. Bob Bennett seconded, and the motion passed unanimously. The document will be posted online at <http://visitfingerlakes.com/partners/about/local-development-corporation/>.

AJ Shear reported on plans for National Tourism Week, May 5-13, which is an initiative of US Travel. Promoting the idea that the tourism industry cares about each other, and that communities care about tourism, we have four projects scheduled around the county on May 7-9 to help prepare for the summer season. These projects are: planting the Conservatory Garden at Sonnenberg Gardens; cleaning graffiti, painting and weeding in downtown Canandaigua; cleanup of the Jennings Beach area and painting the tunnel under Routes 5 and 20 in Geneva; and basic janitorial duties (especially window cleaning and dusting) at Valentown in Victor. The Daily Messenger and the Finger Lakes Times have promoted participation, and AJ requested that board members participate with us.

NOMINATING COMMITTEE – Lisa Fitzgerald, Mike Kauffman, and Russ Kenyon met with Valerie Knoblauch to review Frank Riccio’s status on the board, due to his change in employment. Frank is now employed by Manetti’s Canandaigua. The committee reviewed his status and agreed that no action was needed and that Frank Riccio retain his position on the board.

CHAIRPERSON’S REPORT – Valerie reported that the Executive Committee reviewed a number of policies at their April 25, 2012 meeting. Valerie presented the updated policies to the board. The following actions were taken by the board:

Russ Kenyon moved to **approve the Second Signature Required for Checks in Excess of \$5000 policy**. Lois Kozlowski seconded and the motion passed unanimously.

Russ Kenyon moved to **reaffirm the Gifts and Gratuities policy**. David Hutchings seconded and the motion passed unanimously.

Russ Kenyon moved to **approve the updated Conflict of Interest - Employee policy**. Bob Bennett seconded and the motion passed unanimously.

Russ Kenyon moved to **reaffirm the Conflict of Interest – Board and Executive Staff policy**. David Hutchings seconded and the motion passed unanimously.

Russ Kenyon moved to **approve the updated Use of Company Property policy**. Bob Bennett seconded and the motion passed unanimously.

Russ Kenyon moved to **approve the updated Attendance and Punctuality policy**. Carl Carlson seconded and the motion passed unanimously.

Russ Kenyon moved to **approve the updated Supplemental Employment policy**. Suzanne Farley seconded and the motion passed unanimously.

Staff involvement in local or regional tourism boards or committees policy and the Process for Determining Compensation for the Chief Executive Employee policy will be discussed at the June 20, 2012 meeting.

Valerie asked for board participation to evaluate the proposals for videography. Valerie will step out of the process, as Kurt Knoblauch (Chosen Technology) will be submitting a proposal. Sara Paduano, Sue Schmidt and David Lee will participate in the evaluation process. Proposals are due May 11, 2012. Additional non-board members will also be asked for input on the committee.

CHAIRPERSON'S REPORT – continued

Valerie presented the summary of the Board of Directors self-evaluations. The board acknowledged completion of the self-evaluation as required by the Public Authorities Accountability Act.

At this time, Valerie excused herself from the meeting, and thanked the board for allowing her to attend an important family commitment. Sue Schmidt assisted Mike Roeder with details of the agenda items.

EDUCATIONAL FOCUS – AJ Shear welcomed guests Mike Manikowski of Ontario County Economic Development, John Hicks of the Geneva BID, and Justin Shaw of Dixon Schwabl Associates. Mike Manikowski gave a presentation on the Canandaigua Airport's \$10 million 2-year expansion project. Construction is going to bid in May 2012. The airport will be able to accommodate most corporate jets with the expansion to a 5500' runway. Justin Shaw of Dixon Schwabl has been hired to manage the public information initiative, focused at this stage on transparency. After the construction, the airport will integrate tourism into their outreach. John Hicks acts as liaison between the airport and the IDA, and gave some background on the history of the airport. Mike Manikowski thanked FLVC and the Canandaigua Chamber for their ongoing support of the expansion.

PRESIDENT'S REPORT - Sue Schmidt reported on Valerie's recent activities including discussions and information gathered about the airport, participation in the Canandaigua Area Development Corporation's lakefront development initiative, participation in the Canandaigua Chamber's Strategic Plan and partnership, and meeting with the Geneva BID and Geneva Chamber for potential of locally sourced items for retail.

MARKETING REPORT – Sara Paduano invited the board to look at the latest version of the Mega Guide. 20,000 copies (the third installment of printing) were ordered to get us through August. There will be a complete redesign for 2013. This Mega Guide will be distributed at the FLVC Literature Exchange on June 6, sent to visitor centers and AAA offices, and used to fulfill visitor inquiries.

Sara gave the board a demonstration of the new mobile website (m.visitfingerlakes.com) that went live last week. The consumer's smart phone device will default to the mobile site, which is geo-locational. The mobile site is a partner based model which includes Top 10 Lists and the option to get mobile updates by opting in to our texting campaign. Dumbwaiter Design was the developer of the mobile website.

CHAMBER REPORTS – Alison Grems reported that their new Visitors Guide is being printed. The City of Canandaigua voted this week to direct the City Manager to develop a contract with the Chamber for economic development. 17 area chambers are co-hosting a Mega Mixer Thursday, May 3rd at the Strong Museum of Play, and the Canandaigua Chamber will sponsor the Young Entrepreneurs Academy at Finger Lakes Community College.

Spike Herzig thanked everyone for their participation in the Citizen of the Year awards. The Geneva Chamber will hold a Golf Ball Drop at this year's golf tournament. The Finger Lakes Boating Museum has a verbal commitment from the NYS Dormitory Authority for funding, and is waiting for the written commitment by letter to the City Manager.

OLD BUSINESS – Sue Schmidt presented a draft Position on Casino Gaming. Valerie met with Mary Luckern and Ted Fafinski, who expressed support of Finger Lakes Visitors Connection stating a position on casino gaming expansion at Finger Lakes Casino & Racetrack. Valerie met with Chris Riegel and Steve Martin at Finger Lakes Casino & Racetrack. Russ Kenyon noted that FLVC is not taking a position on the legislative amendment, but instead this position paper supports the Farmington location if the legislation is passed. Russ commented that the position paper clearly makes that distinction. Mike Roeder directed Valerie to refine the position paper and seek further input to move it forward to adoption.

ADJOURN – Russ Kenyon moved to adjourn, Bob Bennett seconded and the meeting was adjourned at 9:20 a.m. Several staff and board members toured the airport.

Next meeting: Wednesday, June 20, 2012 8:00 a.m.
 Finger Lakes Gifts & Lounge
 60 Seneca Street, Geneva