

**Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, May 5, 2010 8:30 a.m.  
Arbor Hill Grapery and Brown Hound Bistro, Bristol Springs**

**PRESENT**

Russ Kenyon      Suzanne Farley  
Jessica Bacher    Frank Riccio  
John Brahm        Mike Roeder  
Bob Bennett       Dick Maltman  
Dan Fuller         Lois Kozlowski  
Mike Kauffman

**EX-OFFICIO**

Alison Grems, Canandaigua Chamber  
Rob Gladden, Geneva Chamber  
Cindy Kimble, FLTA

**EXCUSED**

Lisa Fitzgerald  
Chris Iversen  
Mary Luckern  
John Maerhofer  
Alexa Gifford

**STAFF**

Valerie Knoblauch  
Rebecca Donovan  
Sue Schmidt  
Meg Colombo  
David Lee

**WELCOME / INTRODUCTIONS** – Chairman Russ Kenyon called the meeting to order at 8:30 a.m. and asked for introductions. Russ thanked John Brahm of Arbor Hill Grapery and Emmi Wilk of Brown Hound Bistro for hosting the board meeting. Emmi Wilk welcomed everyone and gave some information about the Brown Hound Bistro. John Brahm welcomed everyone and gave them a brief overview of Arbor Hill Grapery. John noted that groups are welcomed in the Carriage Barn, which also houses the winery which produces 5,000 gallons of wine per year. Arbor Hill Grapery currently produces 18 wines and 40 food products. Valerie Knoblauch introduced new FLVC employee David Lee, a graduate of FLCC, and our new Visitor Information Specialist and Market Analyst.

**CORRESPONDENCE NOTEBOOK** – Rebecca Donovan passed the correspondence notebook, noting the I Love NY Annual Report, FLVC newsletters and e-blasts, FLCC newsletter featuring alumnus David Lee, and the USA Tourism Board website seeded with FLVC photos.

**WORKSHOP – STRATEGIC PLAN** – Russ Kenyon introduced Maureen Duggan of the Ontario County Office of Economic Development. Maureen presented the Office of Economic Development’s process for updating their strategic plan, with an emphasis on quality of life and the role of tourism. One concept they will embrace is “third places”, an alternative for small and home-based businesses needing occasional meetings space. Valerie noted that FLVC can supply “third places” information as we have many tourism spots which fit this profile.

Valerie reported that the Executive Committee reviewed the latest requirements from the Public Authorities Reform Act. One requirement is that every board member must sign an Acknowledgement of Fiduciary Duties and Responsibilities. The Executive Committee asked Valerie to shorten the document suggested by the Authorities Budget Office and reflect that we already have certain policies in place. Russ Kenyon moved to **approve the Acknowledgement of Fiduciary Duties and Responsibilities form as modified**. Bob Bennett seconded, and the motion passed unanimously.

## **WORKSHOP – STRATEGIC PLAN** – continued

The second requirement is for FLVC, as a local authority, to develop and adopt a mission statement, and performance measures to determine how well the mission is carried out. Valerie presented the proposed mission statement and performance measures as directed by the Executive Committee, along with the questions included in the Authorities Budget Office reporting document. Bob Bennett moved to **adopt the Mission Statement and acknowledge that the Board has read and understood the questions in the Authorities Budget Office reporting document.** Lois Kozlowski seconded, and the motion passed unanimously.

Valerie reported that David Lee, in cooperation with the rest of the staff, had created an extensive list of what we currently measure. Valerie suggested the “top 5” metrics to be reported at every board meeting; these metrics could also satisfy the performance measures requirement by setting real number goals to measure achievement. Bob Bennett moved to **approve the metrics to be reported at each board meeting and to re-evaluate the metrics selection at the annual meeting.** Dick Maltman seconded, and the motion passed unanimously.

Russ Kenyon directed the Executive Committee to develop a form for board members’ required self-evaluation.

Valerie displayed the 2008 Top Product List, and discussion ensued. All agreed the list is valuable and should be updated and revisited. Russ Kenyon suggested the addition of a product retention list. Russ referred the list to the Executive Committee, asking for short-term modifications to the list and a proposal for a long-term renewal schedule.

## **OLD BUSINESS**

Valerie reported that the Executive Committee discussed the necessity of reviewing old policies, and suggested postponing the discussion on the mailing list policy until Chris Iversen could be present. At their last meeting, the Executive Committee committed Valerie to cleaning up the Position Statements section of the Policy Manual. Valerie gave her recommendations to the board.

Lois Kozlowski moved to **direct Valerie Knoblauch to take the following actions:**

Canandaigua Lake Watershed Compact Agreement - Ask for new document, if one exists

Casino Gaming as part of the tourism product mix of Ontario County – Drop policy

Resolution Opposing Cellular One’s application to place a 250-foot tower on South Hill – Drop policy

Position on the Implementation of an Occupancy Tax – Executive Committee to revisit

Towers, windmills and other structures which may interrupt the visual landscape or character of an area

– No action

Position Paper on Canandaigua Airport Expansion – Executive Committee to revisit

Suzanne Farley seconded, and the motion passed unanimously.

**MARKETING REPORT** - Valerie showed the board drafts of pages for the new website and gave an update on the design process. Meg Colombo noted that some design issues had changed the timeline, but we will end up with a better product.

## **OFFICIAL BUSINESS**

John Brahm moved to approve the **Minutes of the March 17, 2010 Board of Directors meeting**. Bob Bennett seconded. The motion passed unanimously.

Valerie presented the financial reports, noting that the new vehicle purchase occurred in April, and that she is still waiting on New York State before revising the budget. Dick Maltman made a motion to approve the **March and Year-to-Date Financial Reports**. Frank Riccio seconded. The motion passed unanimously.

**PRESIDENT'S REPORT** – Valerie invited board members to take a look at the new vehicle, a 2010 Ford Flex, parked outside.

Valerie congratulated Dan Fuller and Bristol Mountain Winter Resort on their just-announced rankings in the **Snow East Magazine** survey: #2 Favorite Resort for Grooming, #2 Favorite Terrain Park, and #6 Favorite Eastern Resort.

Valerie congratulated Bob Bennett, Holiday Inn Express, for his Leader in Tourism award to be announced at the Victor LDC Awards on May 6, 2010.

Valerie informed the board that AJ Shear was on his way to Israel, to take part in an educational program through the Taglit-Birthright Israel organization.

Valerie reported that David Lee will be working on an electronic “cloud” function where documents can be posted for board members to save on paper and postage.

Meg Colombo reported that the new database structure was designed to feed the new website and that every aspect had been upgraded. FLVC has contracted with Pat Charland to test and populate the database.

Sue Schmidt reviewed recent industry events held by FLVC including a social media presentation by Hannah Paramore at the FLCC campus in Victor, a packaging seminar and presentation by TripAdvisor, and the second Word Day/Social Media day at the FLVC offices with one-on-one sessions with Meg Colombo and AJ Shear.

**AGENCY REPORTS** – Rob Gladden, Geneva Chamber, reported that Finger Lakes Museum site had been chosen as Keuka Park. They would have obviously liked Geneva, but nonetheless were supportive of the project in that location and recognized its broad impacts. The Boating Museum/Visitor Center project is still on hold. Rob will be travelling to Utica to meet with the Harley Owners Group.

Alison Grems reported that the Canandaigua Chamber has purchased a new “app” which will allow users to access the Chamber membership directory on their phone. The Antique Automobile Club of America Eastern Spring Meet will be held at CMAC in Canandaigua June 3-5. 425 cars and their owners are expected, and the downtown merchants are sponsoring an event on Friday evening. Dick Maltman noted that the Annual MG and Lions Club Car Show will follow on June 6 at Farmington Town Park.

**NEW BUSINESS** – Suzanne Farley shared her “hot off the press” brochure for Artists in Action which will run Saturdays and Sundays May 8 through September 5 at Artizann’s in Naples.

**ADJOURN** - Russ Kenyon adjourned the meeting at 10:15 a.m. Board members were invited to stay for a tour of Arbor Hill Grapery.

**Next meeting:** July 21, 2010 8:30 a.m.  
Geneva Chamber of Commerce and Lakefront Park  
35 Lakefront Drive, Geneva