

**Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, September 8, 2010 8:30 a.m.  
Homewood Suites, Victor**

**PRESENT**

Jessica Bacher Russ Kenyon  
Bob Bennett Mike Roeder  
Suzanne Farley Frank Riccio  
John Brahm Dick Maltman  
Lois Kozlowski Chris Iversen  
Lisa Fitzgerald

**EX-OFFICIO**

Alison Grems, Canandaigua Chamber  
Rob Gladden, Geneva Chamber  
Bob Matson, FLCC

**EXCUSED**

Dan Fuller  
Mike Kauffman  
Alexa Gifford  
Mary Luckern  
John Maerhofer

**STAFF**

Valerie Knoblauch  
Rebecca Donovan  
David Lee

**WELCOME / INTRODUCTIONS** – Chairman Russ Kenyon called the meeting to order at 8:30 a.m. and thanked Bob Bennett for hosting the meeting at the Homewood Suites.

**CORRESPONDENCE NOTEBOOK** – Rebecca Donovan passed the correspondence notebook, noting a graduate paper by Mary Gates, Office of Economic Development, of which Finger Lakes Visitors Connection was the subject, a screen shot of Valerie Knoblauch giving travel tips on *Fox.com*, and a travel article in the *Edmonton Journal* generated from our hosting.

**PRESIDENT'S REPORT** – Valerie reminded the board of our initiative to reduce paper and provide board meeting information online in a “communications cloud.” David Lee gave an overview of the Zoho product. David noted that Zoho has a meetings component and will sync with both Outlook and Google calendars. For now, the concentration will be on posting documents for the board meeting. David demonstrated the procedures for logging in and reviewing documents. The next step will be for David to issue invitations and text instructions, and for board members to log in. There is a link on the partners page on our website to the Zoho log in.

Valerie reviewed the current Board Metrics report, noting that she had incorporated the board's feedback on the order and inclusion of 2008 results. In review, she noted that Ontario County's occupancy numbers have finally surpassed 2008 numbers in the Smith Travel Report. Valerie also reminded the board that not all hoteliers participate in the Smith Travel program, but that she is evaluating whether the trends shown align with the trends shown in occupancy tax collections, thereby making a predictor of occupancy tax collections. Valerie said that the meeting metric was not yet perfected, and that the PR metrics should perhaps be measured over a longer period of time.

**OFFICIAL BUSINESS**

Chris Iversen moved to approve the **Minutes of the July 21, 2010 Board of Directors meeting**. John Brahm seconded. The motion passed unanimously.

Valerie presented the financial reports, noting underbudgeted salaries due to Peggy Boggan's part-time position being upgraded to David Lee's full-time position, and that the budget did not reflect the loss of matching funds. These changes will be accounted for in the upcoming 2010-2011 budget. Bob Bennett made a motion to approve the **July and August Financial Reports**. Frank Riccio seconded. The motion passed unanimously.

**OFFICIAL BUSINESS** - continued

Frank Riccio reported that two bids were received for the porch project: one from McKenna Builders, Inc. for \$20,600, and the other from Kelley's Custom Carpentry for \$8,400. The bid from Kelley did not appear to include copper gutters. Mike Roeder moved to **approve the bid from Kelley's Custom Carpentry with clarification on the copper gutters provided that the total bid is within the \$20,000 budget.** John Brahm seconded and the motion passed unanimously. Work will begin immediately upon receiving the permit from the City of Canandaigua.

Russ Kenyon reported that the Executive Committee had reviewed the current policy on Distribution of Mailing Lists. The Executive Committee agreed that all communications to consumers should come from FLVC. Rather than give out a mailing list, FLVC may offer the industry an opportunity to buy in to communications, such as an e-mail blast. A discussion followed on the gathering and distribution of consumer mailing lists, as well as the distribution of meeting leads. Russ Kenyon suggested changing the policy to read that it's acceptable to distribute if the donor opts in. Russ asked Valerie to draft an amended policy, and to explore the deeper issue. Valerie offered a presentation on leads and other practices at the next meeting.

**AGENCY REPORTS** – Rob Gladden reported on the process for building the Visitor Center and Boating Museum in Geneva. Rob spoke about the canal schooner Lois McClure's stop in Geneva, bringing hundreds of people to the waterfront, and helping to connect the Lake Champlain Museum with the Finger Lakes Boating Museum. Rob reported that a report had been recently released from the Geneva Economic Summit in March.

Alison Grems reported that the Canandaigua Chamber is lobbying for the repeal of the city occupancy tax, and for City Council support of events. The Chamber will host a trip to Dubai in April.

**CHAIRMAN'S REPORT** – The Executive Committee reviewed the board self-evaluation form, asked for modifications, and agreed that the evaluation could be administered as an online survey. Russ Kenyon instructed the board to read the amended form, and asked what could be done with the results of the evaluations. Chris Iversen suggested that the responses could be used to determine topics for education sessions. Russ Kenyon directed Valerie to send out the survey in January. The Executive Committee will meet in February to review the responses and plan education sessions. Valerie will provide a brief educational session/refresher on board duties at the organizational meeting in October.

Russ instructed the board to read the draft Position on Occupancy Tax Related Requests. Russ asked that the word "primary" be added to "funding source" in the second sentence, that the third sentence in the last paragraph be deleted, and that the last sentence be amended to "Ontario County Four Seasons LDC does not take a position in local level lobbying efforts." Chris Iversen moved to adopt the **Position on Occupancy Tax Related Requests as amended.** Bob Bennett seconded. The motion passed unanimously.

**NOMINATING COMMITTEE REPORT** – Jessica Bacher reported that the terms of two board members were due to expire September 30, 2010, and the terms of three board members were due to expire January 31, 2011. The committee also reviewed the availability of officers for the 2010/2011 FY.

## **NOMINATING COMMITTEE REPORT - continued**

The Nominating Committee made the following recommendations:

Terms expiring on 9/30/10 – renew for a three year term:

Jessica Bacher, Hampton Inn, Geneva

Lisa Fitzgerald, Finger Lakes Winery Tours/Fitzgerald Bros.

Terms expiring on 1/31/2011 - renew for a term ending September 30, 2013:

Russ Kenyon, Kenyon and Kenyon

Frank Riccio, Bristol Mountain Winter Resort

Dick Maltman, Retired Banker

Mike Roeder moved to **re-appoint Jessica Bacher, Lisa Fitzgerald, Russ Kenyon, Frank Riccio, and Dick Maltman to terms expiring September 30, 2013.** John Brahm seconded and the motion passed unanimously.

The Nominating Committee proposed the following slate of officers for 2010/2011 FY:

Chairperson - Mike Roeder

1st Vice Chair - Mike Kauffman

2nd Vice Chair - Bob Bennett

Secretary - Suzanne Farley

Treasurer - Frank Riccio

Lois Kozlowski moved **approval of the slate of Officers.** Chris Iversen seconded. Motion passed unanimously.

Jessica noted that this means that John Brahm's longest standing term in history as immediate past chair will be coming to an end and Russ Kenyon will be on the executive committee as immediate past chair.

**NEW BUSINESS** – Valerie has recently received several requests for money from various organizations. The current Policy on Funding Requests was adopted in 2004 and Valerie requested that the board review this policy. Russ appointed Chris Iversen, Dick Maltman and Mike Roeder to a committee to review the policy and bring a recommendation to the next board meeting.

As the board meeting was changed to Homewood Suites, and the same location was scheduled for the October board meeting, Valerie asked for suggestions for other locations. Bob Bennett indicated that he would check on the availability of the Holiday Inn Express for the October 6 meeting.

Valerie distributed copies of “A Vision for the Canandaigua Lake Watershed” which was prepared by Betsy Landre and the Finger Lakes Land Trust. Valerie attended a stakeholders meeting on September 7, which was also attended by the supervisors of Naples, Italy and South Bristol among others. Valerie noted that three of the Land Trust’s recommendations align with our strategic plan, and offer an opportunity for partnership.

**ADJOURN** - Russ Kenyon adjourned the meeting at 10:30 a.m.

**Next meeting:**           October 6, 2010           8:30 a.m.  
                                  Holiday Inn Express  
                                  7502 Main Street Fishers, Victor