



Finger Lakes Visitors Connection
Board of Directors Meeting | Geneva on the Lake, Geneva
April 28, 2026 | 8:30 – 10 a.m.

BOARD MEMBER	PRESENT	EXCUSED	ABSENT
<i>David Hutchings, Sonnenburg Gardens, Chair of Board</i>			X
<i>Steve Fuller, Bristol Mountain, Board Treasurer</i>	X		
<i>Charles Parkhurst, Lyons National Bank, Board Secretary</i>		X	
<i>Lisa Fitzgerald, Finger Lakes Winery Tours, Feathers & Tails Farm, Vice Chair of Board</i>	X		
<i>Mike Roeder, Caledonia Country Club</i>	X		
<i>Lenore Friend, Finger Lakes Community College</i>	X		
<i>Russ Kenyon, Kenyon and Kenyon</i>	X		
<i>Mark Gilbride, Lazy Acre Alpacas</i>	X		
<i>Lori Proper, The Lake House at Canandaigua</i>			X
<i>Todd Plouffe, Indus Hospitality Group</i>	X		
<i>Naved Amed, Geneva on The Lake</i>	Z		
<i>Caroline Scutt, UR Medicine Finger Lakes Health</i>	X		
<i>Clare Canavan, Wilmorite Eastview Mall</i>	X		
<i>Christy Mattice, Explore Naples</i>	X		
<i>Todd Reardon, Peacemaker Brewing Company</i>	X		
<i>Jan Regan, Ontario County Board of Supervisors, City of Geneva (Wards 3 & 4)</i>	X		

Z represents present via zoom.

Staff: Alicia Richie Quinn, Chloe Davis, Carolina Taylor

Call to Order and Welcome

Steve Fuller called the meeting to order at 8:34 a.m.

Consent Agenda

Meeting Minutes. Steve asked for a motion to approve the minutes from the February 19, 2026 meeting. Mike made the motion to approve the minutes with a second from Todd Plouffe. The motion was passed.

Discussions. No other discussion.

Consent Financial Reports

February & March Financials. Steve presented the February 2026 and March 2026 financial reports. Steve asked for a motion to approve these financial reports as presented. Todd P made the motion to approve with a second by Mark. The motion was passed.

Committees of the Board

Executive Committee

- Steve noted that the committee met on April 17. Alicia added that all committees have recently convened, and efforts are underway to establish a consistent monthly meeting cadence. Steve also provided an update on the Virtual Museum Launch Event, highlighting its success and strong attendance from community members.
- Steve provided an update on the America 250 funding initiative, reminding the Board that FLVC is partnering with the Ontario County Historical Society on this effort. He noted that the Historical Society will receive \$5,000, while FLVC will receive \$10,000 to support marketing efforts and strengthen regional partnerships.
- Steve discussed ongoing facility maintenance concerns, noting that the cost of maintaining the current property has prompted consideration of alternative office locations due to its significant impact on the budget. Alicia highlighted recent issues, including roof tile damage and boiler-related heating challenges. She shared that mini-split systems have been explored as a potential solution for heating and cooling, though installation costs could reach approximately \$25,000. Efforts are underway to identify a resolution before the summer to ensure a safe and functional work environment. Steve also reported that FLVC plans to sell the van by the end of June, as it represents an ongoing expense for insurance and maintenance with limited use.
- Steve noted that Alicia has been working with County Administrator Chris DeBolt regarding FLVC's contract extension request. He shared that the request, originally anticipated to go directly to the Board of Supervisors, has been deferred for initial review by the Planning and Environmental Quality Committee on May 11. If approved, it will then be presented to the Board of Supervisors at its May 21 meeting.

Nominating Committee

- Mark shared that the committee is currently reviewing upcoming officer and Board member term expirations and will begin identifying candidates to fill those positions. The committee plans to meet prior to the June Board meeting to discuss potential candidates and will provide an update at that time.

Governance Committee

- Russ provided an update on the committee's efforts to revise the Board of Directors Policy Manual, noting that the document is extensive and contains outdated policies. He shared that a previously scheduled meeting was postponed to allow for a more productive discussion, and additional updates will be provided at the next meeting.

Finance Committee

- Steve shared that the committee reviewed the Capital Reserve Policy to better understand any restrictions and identify opportunities to utilize those funds effectively. He also noted the need to relabel and clearly designate existing bank accounts. Lenore inquired about responsibility for maintaining the Virtual Museum program, and Alicia explained that participating properties have signed agreements assuming responsibility for the upkeep of their physical signage. She also noted that FLVC's contract with STQRY is set to expire next year, prompting consideration of future technology solutions or contract renewal, while emphasizing FLVC's role as the long-term steward of the program. Kevin suggested exploring a collaborative approach with the Ontario County Historical Society to share resources. Mark asked whether unspent funds from the project could be retained; however, Alicia clarified that the funding was reimbursement-based, and because the full \$900,000

was not expended, FLVC will not receive the full remaining \$180,000 from the State; amount is yet to be determined. Lenore concluded that the program will require ongoing financial planning as a long-term expense.

Other Committees

No other reports from the committees.

President & CEO's Report

- Alicia provided an update on the Finger Lakes Virtual Museum Launch Event, noting strong attendance with approximately 45-50 community members and standing room only. She outlined the event format and program, which included remarks from Board member Steve, NYS Senator Pam Helming, County Administrator Chris DeBolt, and Ulana Fuller of the Ontario County Historical Society. Alicia also noted that, despite significant outreach efforts, no media representatives attended the event.
- Alicia provided an update on FLVC's accreditation process with Destinations International (DI), explaining that the program ensures Destination Marketing Organizations operate in alignment with established industry standards and ethical practices. She noted that FLVC was originally scheduled for accreditation in July 2025, but the process had not been initiated, and DI subsequently granted an extension through December 2026. While FLVC initially aimed to complete the process by April 2026, Alicia shared that, due to the scope and volume of required work, the organization has decided to utilize the full extension period. This approach will allow sufficient time to thoughtfully develop policies and procedures that are both effective and sustainable, rather than expediting submissions to meet an earlier deadline. She also noted that many requirements necessitate formal Board approval documented in meeting minutes, further supporting the decision to proceed on the extended timeline.
- Alicia provided an update on FLVC's research partnership with Economic Development, noting that a contract has been established for the county to fund the Symphony platform through Tourism Economics. FLVC has entered into a two-year agreement with Tourism Economics, with the platform expected to be operational within approximately six weeks and initial data available for Memorial Day Weekend. She added that work on identifying points of interest is ongoing and anticipated to be completed in the coming weeks. Alicia emphasized that the platform will serve as a valuable resource for both Economic Development and FLVC, offering insights into workforce development and visitor trends.
- Alicia provided an update on short-term rentals, noting that the county recently held a public meeting and voted to opt out of the short-term rental registry, as participation would require changes to state statute and local laws. She explained that the county retains the option to opt in at a later date; however, once opted in, it cannot reverse that decision. Alicia added that many existing short-term rentals do not currently meet the criteria for proper classification, and that further legislative adjustments will be needed before reconsidering participation. In response to a question from Russ, Alicia confirmed that the FLVC Board has not been formally asked to take a position, but she indicated there is general interest in pursuing changes that would allow for regulation and collection of related revenues.
- Alicia provided an update on FLVC's community engagement efforts, highlighting both existing and prospective connections. She shared a list of approximately 20 committees across the county and emphasized the importance of FLVC maintaining a presence and voice in these forums. Alicia encouraged Board members to share any additional committees they believe would benefit from FLVC's participation.
- Alicia shared her perspective on FLVC providing direct funding to nonprofit organizations, stating that the organization should prioritize collaboration and partnership rather than financial contributions. She emphasized a preference for in-kind support over issuing monetary payments, noting concerns about

consistency and fairness in allocating funds to select organizations. She opened the discussion to the Board for feedback, and the Board concurred that direct funding to nonprofits is not necessary at this time.

- Alicia provided a brief update on America250 and requested a motion to approve funding the Ontario County Historical Society upfront with their \$5,000 while the remaining \$5,000 for digital media and \$5,000 for asset collection would be spent by FLVC. She clarified that the \$5,000 Historical Society funds would be reimbursed at a later date. Steve made a motion to fund, upfront, the Ontario County Historical Society for the America250 collaboration, which was seconded by Russ and approved by the Board.
- Carolina provided an update on FLVC's partnership with Wheel the World, a platform that develops accessibility-focused travel content and research for travelers with disabilities. She outlined the process used to create destination content and a landing page on the Wheel the World website, noting that FLVC participated in two initiatives in collaboration with the Finger Lakes Regional Tourism Council (FLRTC) and New York State DMO, I LOVE NY. She explained that trained mappers visit selected locations to collect measurements, photographs, and accessibility information, and provide each site with an accessibility assessment and recommendations for improvement. Steve suggested reviewing the data and seeking additional feedback from the partnership, while Kevin proposed incorporating the data directly into FLVC's website without the Wheel the World branding.

Old Business

- Alicia provided an update on the Valerie Knoblauch Scholarship, noting that it was introduced at this year's New York State Tourism Industry Association (NYSTIA) conference in Utica, NY. Valerie Knoblauch attended the event to formally launch the scholarship. Applications will open shortly, with the first award scheduled for next year. NYSTIA will serve as the steward of the scholarship funds and oversee its ongoing administration with direct involvement by FLVC staff member.

New Business

Nothing to report

Adjourn

Steve called for a motion for adjournment. A motion was made by Mike, and it was seconded by Todd R. The motion was approved, and the meeting was adjourned at 10:30 a.m.

Next Meeting: Tuesday, June 23, 2026, 3:30 p.m. Ganondagan State Historic Site