



Finger Lakes Visitors Connection  
 Board of Directors Meeting | Lyons National Bank, Farmington  
 February 19, 2026 | 3:00 - 4:30 p.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 &amp; Tails Farm, Vice Chair of Board</i>		X	
<i>Mike Roeder, Caledonia Country Club</i>	Z		
<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>			X
<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 &amp; 4)</i>		X	

Z represents present via zoom.

Staff: Alicia Richie Quinn, Tracey Burkey on Zoom, Chloe Davis

**Call to Order and Welcome**

David Hutchings called the meeting to order at 3:04 p.m.

**Consent Agenda**

Meeting Minutes. David asked for a motion to accept the minutes of the December 19, 2025, meeting. Steve made a motion to approve the December meeting minutes with a second from Lenore. The motion was passed.

Discussions. No other discussion.

**Consent Financial Reports**

December & January Financials. Steve presented the December 2025 and January 2026 financial reports. Steve asked for a motion to approve these financial reports as presented. Mark made a motion to approve with a second by Todd R. The motion was passed.

### *Committees of the Board*

#### **Executive Committee**

- Alicia shared the update of the appointment of our new Board of Supervisors' representative, Jan Regan, by the Board of Supervisors at the February 19 meeting. Jan will serve a one-year term, retroactive to January 1, 2026. Jan also serves on the Planning and Environmental Quality (PEQ) Committee.
- David shared FLVC is going to request a one-year extension to allow additional time to complete required components, specifically the Tourism Master Plan. Alicia noted that the county contract operates on a calendar year, with our current funding secured through December 2026. Alicia explained that the contract is renewed or renegotiated every three years and includes a 5% annual budget increase; if approved by the Board of Supervisors, the extension could include this increase. As the Tourism Master Plan has not yet begun; it is not possible to complete this request for a new contract. Alicia will continue working with Ontario County Administrator Chris DeBolt to present this to the Board of Supervisors in the coming months and continue to build relationships.
  - The proposed timeline includes issuing an RFP this fiscal year to begin developing a Tourism Master Plan in the new fiscal year. David referenced prior work with Berkeley Young of Young Strategies, and Alicia indicated that additional firms may be considered through an RFP process. She also noted that short-term rentals will be a key component of the plan, requiring data collection and state approval, and emphasized the importance of gathering comprehensive data before proceeding.
- As per the DMAP guidelines, one standard outlined is whether or not our branding is trademarked. David shared the interest of the Executive Committee to trademark "Visit Finger Lakes" which would take about six months to complete. The executive committee is going to meet with Russ to review the laws of this process.
- David reviewed the standing committees required for the Board, including the Executive, Governance, Finance, Audit, and Nominating Committees. He noted that the Executive Committee meets monthly in advance of each Board meeting, and that each committee will meet with Alicia to review roles, responsibilities, strategies, and expectations. Alicia further shared that, pursuant to the current Bylaws, the Governance and Finance Committees are structured to operate as a single committee; however, a proposed bylaw amendment is being considered to separate these functions moving forward.

#### **Nominating Committee**

- Lori provided an update on efforts to fill the Board vacancy created by Jim Cecere's departure with his new appointment of Mayor of Geneva. Kevin San Jose of Vinifera in Geneva has expressed interest in serving and would be a strong candidate, citing his extensive professional background and enthusiasm for the organization. Lori also noted that Kevin teaches at Hobard William Smith. Lori made a motion to approve the appointment of Kevin San Jose to the Board of Directors, which was seconded by Charles. The motion was passed.

#### **Governance Committee**

- Lenore presented proposed amendments to the Bylaws, noting that most revisions were grammatical in nature, with the primary change addressing voting participation via electronic meetings/Zoom. Following discussion with Russ regarding Public Authority law, it was confirmed that voting via Zoom is not permitted; however, members may still attend meetings remotely. We will now be required to

have only in-person meetings when voting must take place. Zoom or digital meetings may convene without action items. Alicia raised the possibility of implementing an attendance policy to help ensure quorum requirements are consistently met.

- Lenore made a motion to amend Article II, by adding Section 10, “The Board of Directors will have a minimum of four in-person meetings per year at which voting with a quorum may take place. The board may also elect to have periodic digital informational meetings where voting does not take place. Board members who are unable to attend an in-person meeting may join electronically by providing advance notice to the board chair and president. Those attending electronically do not contribute to a quorum and may not vote.”; the motion was seconded by Mark.
- In response to a question from Steve regarding the temporary Zoom provisions during COVID-19, Lenore clarified that those allowances are no longer in effect. Lenore then made a motion to approve all proposed Bylaw amendments, which was seconded by Charles. Alicia will present the revised Bylaws to the Planning and Environmental Quality Committee for adoption at the March meeting.

### **Other Committees**

No other reports from the committees.

### **President & CEO’s Report**

- Alicia outlined the implementation of a new Board communication and document management process utilizing DocuSign and SharePoint. DocuSign will be used for forms requiring Board member signatures to streamline completion and maintain secure digital records. The Equipment Use and Liability Agreement, Conflict of Interest Statement, and Fiduciary Duties Acknowledgement were recently distributed through DocuSign, with responses received from all but a few members who are currently out of town; this process will be standard practice moving forward. Alicia also announced the creation of a dedicated Board of Directors SharePoint site, which will serve as a centralized location for meeting schedules, agendas, minutes, full Board packets, and contact information. To support accessibility and engagement, FLVC has purchased tablets for each Board member with SharePoint access. Additionally, Alicia reminded the Board that, in accordance with the Bylaws, all new members are required to complete PARIS training, and all members must complete an annual Board Self Evaluation.
- Alicia presented a save-the-date for the Virtual Museum launch event scheduled for April 25, 2026, aligning the event with National Historic Marker Weekend to maximize visibility and community engagement. Alicia and Jessica are coordinating event details, with plans to invite press and media outlets, elected officials, and key stakeholders to elevate the launch, as well as incorporate a county-wide scavenger hunt to encourage exploration of additional historic markers. Alicia shared that a preliminary outreach was made to former President & CEO Valerie Knoblauch and a formal invitation will follow. Alicia will present the save-the-date to the Board of Supervisors at its March 19, 2026, meeting before distributing formal invitations. She also noted that the project is not expected to reach the full \$900,000 grant threshold and, as a result, FLVC will likely not receive the full reimbursement from the state quoted at \$180,000; however, that final amount is pending review from the State Grant Committee.
- Alicia provided an update on the research partnership with Ryan Davis and the County’s Economic Development team. FLVC and Economic Development have met with four (4) data collection firms, resulting in Economic Development’s interest to collaborate on this initiative. The goal is to secure formal approval of this arrangement by the end of March, with the objective of having actionable data available Memorial Day weekend.
- Alicia provided an overview of the DMAP re-accreditation process and the requirements FLVC must complete to maintain recognition as an accredited Destination Marketing Organization. She outlined the five core categories—Organizational Excellence, Business and Operations, Marketing and

Branding, Sales and Services, and Partnership—each of which includes detailed criteria, documentation requirements, and policy development. Alicia noted that substantial written responses and formalized internal policies are required to demonstrate compliance, many of which are new to FLVC operations. In conjunction with this update, she also shared several internal role adjustments within FLVC, including minor title changes for some team members. The most significant updates include Jessica transitioning into a partnership-focused role to support development of a formal partner program, and Chloe moving to administrative responsibilities to provide additional support and consistency in operations.

- Alicia provided a recap of the Winter International FAM Tour hosted in partnership with I Love New York. The program welcomed travel trade representatives from Austria, Germany, Australia, and Northern Canada, who experienced destinations in Geneva and Canandaigua, with participation from several local officials throughout the itinerary. Alicia noted that Ontario County is the only destination in New York State to host two FAM tour groups within a 12-month period. As a result of the October FAM tour, Ontario County has been incorporated into a scenic driving tour package featuring a two-night, three-day itinerary that is currently being marketed in Germany.
- Alicia gave an update on America 250 letting the board know that the County received \$15,000 to promote the initiative and will be turning this over to us. The county has asked Alicia to spearhead this money alongside Ulana Fuller from the Ontario County Historical Society. Alicia will utilize \$5,000 for digital advertising purposes, \$5,000 for asset curation, photography and video of some historic places, and Ulana is going use \$5,000 for programming purposes.
- Alicia provided an update on FLVC's recent community engagement initiatives. She shared that Tracey will serve on the City of Geneva Micro Enterprise Grant Committee beginning in April, as a portion of grant funding may support tourism-related initiatives, and the committee requested tourism representation. Alicia also serves on the Visitor Economy Committee for the City and Town of Canandaigua, and the Canandaigua Local Development Corporation. Alicia emphasized the importance of maintaining a strong tourism presence in community discussions and encouraged Board members to share information about additional committees where tourism representation may be beneficial.

### **Old Business**

Nothing to report

### **New Business**

Nothing to report

### **Adjourn**

David called for a motion for adjournment. Motion made by Charles and it was seconded by Steve. Motion was approved and the meeting was adjourned at 4:25 p.m.

*Next Meeting: Tuesday, April 28, 2026, 8:30 a.m. Geneva on the Lake*