



Finger Lakes Visitors Connection

Board of Directors Meeting | Ganondagan State Historic Site, Victor

June 23, 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 & 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>Kevin San Jose, Vinifera</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, Tracey Burkey

Call to Order and Welcome

David Hutchings called the meeting to order at 3:09 p.m.

Consent Agenda

Meeting Minutes. David asked for a motion to approve the minutes from the April 28, 2026 meeting. Russ made the motion to approve the minutes with a second from Mike. The motion was passed.

Discussions. No other discussion.

Consent Financial Reports

April & May Financials. Steve presented the April 2026 and May 2026 financial reports. Steve asked for a motion to approve these financial reports as presented. Charles made the motion to approve with a second by Lori. The motion was passed.

Steve mentions that the finance committee talked about the Reserves Policy and how FLVC wants to align the policy to go with our bank accounts as well as making sure we have the proper amounts allotted. He discussed that FLVC will be creating a separate interest-bearing sweep account that pulls money from our CNB Operating Account. In doing so, we will be able to maximize our interests.

Committees of the Board

Nominating Committee

- Tracey reported that the Nominating Committee met in early June to discuss the five Board terms set to expire, including those of David (Board Chair), Steve (Treasurer), and members Lenore, Naved, and Mike. She reminded the Board that FLVC has transitioned Board terms to align with the calendar year (January 1–December 31) to streamline the reappointment process. The committee will meet again in early July to finalize recommendations for the expiring terms, which will be presented to the Board at the August meeting.
- Tracey also mentions that new members will be elected in October to serve one term. They can attend the December meeting as part of orientation but would officially start January 1.

Executive Committee

- David informed the Board that Alicia has accepted the position of President & CEO at Brandywine Valley's Chester County Tourism in Pennsylvania. He recognized her significant contributions to FLVC, highlighting the relationships she strengthened, and the progress achieved during her tenure. David shared that Alicia's last day with FLVC will be August 20, 2026, and noted that discussion of candidates for the President & CEO position would take place during Executive Session.

Other Committees

- Lisa announced that Tracey Burkey, Vice President of Destination Development, will be retiring this year. On behalf of the Board, she expressed appreciation for Tracey's years of dedicated service to FLVC, the tourism industry, and the community. Lisa noted that Tracey's last day with the organization will be July 10, 2026.

Executive Session

- The FLVC staff stepped out while the Board went into Executive Session to discuss the future of the organization's leadership. After the session was over, the FLVC staff came back in, and David and Russ reviewed the steps going forward.
- Russ made a motion that the Board has reviewed the Bylaws and Board Policy Handbook regarding the hiring of a president. The Executive Committee has conducted an updated assessment of the current leadership needs, and the committee has reviewed the prior search process and candidate evaluation and it is determined that the prior runner up, who the Board has named in executive session, remains qualified and fits the organizations current needs. The Board has also determined that a full new search is not in the organization's best interest under the circumstances and that the Board hereby waives the Board Policy search process requirement for this transition only. The Board authorizes the Executive Committee to extend an offer to the identified individual consistent with the numbers that were discussed in the Executive Session. If this individual accepts the offer, then the Board consents to that person's hiring, consistent with the additional county procedures that need to take place. Lisa seconded this motion, and the motion was passed.

President & CEO's Report

- Alicia provided an update on facility operations and maintenance, focusing on the office's heating and cooling challenges. She noted that indoor temperatures exceeded 90 degrees in May, prompting the purchase of window fans to maintain a safe and comfortable work environment since the mini-splits were not able to be approved without more research and additional quotes from the one received. Alicia also reported progress on addressing pest control concerns. After obtaining and reviewing three proposals, FLVC selected Ehrlich to safeguard the house against ants, wasp, mice and removal of the squirrel and also provide ongoing preventative pest control services through a routine maintenance program.
- Alicia provided an update on the upcoming Requests for Proposal (RFP) for FLVC's strategic vision. She outlined the proposed timeline, with the RFP scheduled for release on June 24, a question period through July 1, responses to vendor questions due by July 7, and final proposals due on July 24. Alicia explained that submitted proposals will be reviewed, with two finalists invited to present early August. A final recommendation will be presented to the Board for approval at the August 18 meeting. To support the review process, an ad hoc committee of six members will be established, including Jan, Jessica, and Melody Kuzinar from Economic Development. Steve made a motion to approve issuing the RFP for the strategic vision, Mark seconded the motion. The motion was passed.
- The RFP for IT Services was withdrawn as with the leadership transition, it will be most beneficial for the next CEO to determine IT needs and hire on that premise.
- Alicia share the marketing & advertising RFP as well as the public relations RFP, emphasizing the importance of media outreach in advancing FLVC's visibility and growth. She explained that engaging a public relations agency would strengthen media relationships and increase opportunities for earned media coverage. Alicia also noted that while FLVC previously contracted with Cindy Harris for graphic design services, the organization's evolving needs require a firm with greater capacity and expertise to support its long-term marketing strategy and organizational vision. Russ made the motion to approve the marketing RFP, Charles seconded. Steve made a motion to approve the PR RFP, Charles seconded. The motions were passed.
- Alicia presented the FY27 budget and five-year financial forecast for Board review, noting that both documents are required for submission to the Public Authorities Reporting Information System (PARIS). Steve reported that the Finance Committee had reviewed the budget and forecast and was confident that the financial figures and budget classifications were accurate. Russ made a motion to approve the FY27 budget review and five-year forecast, Lisa seconded. The motion was passed.
- Alicia provided an update on the Finger Lakes Virtual Museum project, noting that submission of the final report to the state was delayed until all canceled checks had been received. With the final check cleared, FLVC is now submitting the required documentation. She reported that while the project was originally budgeted at \$900,000, total expenditures were \$577,187.12, leaving approximately \$322,000 unspent. Although all other grant requirements have been successfully completed, Alicia submitted a request for the full \$180,000 reimbursement from the state. She noted, however, that it is unlikely FLVC will receive the full amount since the project did not utilize the entire grant budget.
- Alicia provided an update on the America 250 grant, noting that FLVC has distributed the \$5,000 allocation to the Ontario County Historical Society and has engaged two social media influencers to develop promotional content for the initiative. She explained that their was a primary delay in paid advertising resulting from FLVC not having access to its Meta account, which manages the organization's Facebook and Instagram platforms. Access has since been restored, allowing the team to resume campaign management and accurately track performance metrics.

Old Business

Nothing to report

New Business

Nothing to report

Adjourn

David called for a motion for adjournment. A motion was made by Charles, and it was seconded by Mark. The motion was approved, and the meeting was adjourned at 4:28 p.m.

Next Meeting: Tuesday, August 18, 2026, 8:30 a.m. Finger Lakes Gaming & Racetrack