



Finger Lakes Visitors Connection
 Board of Directors Meeting | Microtel Inn, Farmington
 August 21, 2025 | 8:30 - 10:00 a.m.

BOARD MEMBER	PRESENT	EXCUSED	ABSENT
David Hutchings, Sonnenburg Gardens, Chair of Board	X		
Steve Fuller, Bristol Mountain, Board Treasurer	X		
Charles Parkhurst, Lyons National Bank, Board Secretary		X	
Lisa Fitzgerald, Finger Lakes Winery Tours, Feathers & Tails Farm, Vice Chair of Board		X	
Mike Kauffman, Eastview Mall, Immediate Past Chair of Board		X	
Mike Roeder, Caledonia Country Club	Z		
Sheryl Mordini, 1795 Acorn Inn Bed & Breakfast		X	
Lenore Friend, Finger Lakes Community College		X	
Russ Kenyon, Kenyon and Kenyon	X		
Mark Gilbride, Lazy Acre Alpacas	X		
Chris Vastola, Ontario County Board of Supervisors, Town of Canadice	X		
Lori Proper, The Lake House at Canandaigua	X		
Sherry Brahm-French, Arbor Hill Grapery & Winery	X		
Todd Plouffe, Indus Hospitality Group	X		
Jim Cecere, Vinifera	X		
Naved Amed, Geneva on The Lake	Z		

Z represents present via zoom.

Staff: Alicia Richie Quinn, Tracey Burkey

Call to Order and Welcome

David Hutchings called the meeting to order at 8:33 a.m.

1. Consent Agenda

- a. Meeting Minutes. David asked for a motion to accept the minutes of the July 24, 2025, meeting. Russ made a motion to approve the July meeting minutes with a second from Mark. The motion was passed.
- b. Discussions. Russ asked that moving forward the minutes indicate that the motion passed. Steve mentioned the June minutes referenced FLVC's credit card was in Val's name as she was concerned a new one would need to be opened; however, it was tied to Val's social security number, not in her name.
- c. Other. Sherry asked if the Virtual Museum is still going forward? Alicia indicated that there would be updates on the project coming up.

2. Consent Financial Reports

- d. July Financials. Steve presented the October 2024-July 2025 (to-date) financial report. David asked for a motion to approve the financial report as presented. Russ made a motion to approve with a second by Sherry. Motion passed.

- e. Russ asked for a one-page summary of the P & L with year-to-date information moving forward. FLVC will be sure this continues to be included in the packet.

Committees of the Board

01. Executive Committee

- a. David moved this until the end of the meeting to allow time for the Virtual Museum report.

02. Virtual Museum Update

- a. Hired Grant Administrator, Nichola Ostrander of CMD Group, was present to give an update on the project since its beginning in 2023. Nichola's records (combined with Valerie's) show \$540,877.20 spent to-date with a remaining \$351,000 needed to meet the \$900,000 program spending goal. The project finish date was April 2025 but Nichola worked with the state on an extension for completion by December 2025. Nichola is also working with the county contract and the committed \$420,000 over a two-year period. FLVC is upfronting the full \$900,000. Once the project reaches \$900,000, together with the state's reimbursement to FLVC of \$180,000, FLVC will have spent \$300,000.
 - i. County Draws
 - 1. Four draws to the county were completed by Valerie and CMD Group; leaving the last one which will total \$424,000; the county reimburses 80%.
 - 2. There is \$176,153.1 in Virtual Museum bank account in Lyons Bank. This is supposed to be exclusive to the Virtual Museum project; however, checks have been written out of Canandaigua National Bank. Adding in the county's reimbursement and the funds in the account, this will leave FLVC with a projected \$351,003.18 to reach the \$900,000 required to get reimbursement from NYS in the amount of \$180,000.
- b. Nichola stated the augmented reality is complete. Currently 17 of the 50 promised blue signs are completed, according to the grant application. FLVC had committed more signs to community partners, netting around 75 signs.
- c. FLVC met with Catskills Casting and there are five signs to pick up, eight being molded, three moving into painting, and four to be started. Others are still needing to be reviewed, including existing signs as to whether they need to be replaced. Contracts were previously developed by FLVC and mailed to those who have signs coming; to-date FLVC has only received three. CMD Group has offered to assist in executing the remaining contracts. In addition, FLVC is figuring out the best way to get the signs from Catskills Casting being the distance and resources needed vs. shipping for roughly \$85 per sign at a weight of 50 lbs. each. Alicia and Nichola are reviewing where we are at with the budget, reevaluating the spreadsheets, and making sure that everything is cohesive.
- d. Tom Harvey from Ontario County Planning and Nichola spoke of municipal highway departments and the county to help install some of the signs. Nichola's company could contract to install as well.
- e. Steve brought up that the Executive Committee has been working with Val. She is ready to embrace retirement and Nichola will be helping to complete this project with the short timeline left to complete it. David stated that Val was made whole with all her retirement benefits through next May.
- f. Russ asked about those who oversee signs in their area. Alicia said that we are in the process of deciding the best way to communicate and streamline information to them, to be sure all signs and QR codes are proofed. FLVC has proofread QR codes and two were fixed. The QR code signs have not been printed yet.
- g. Sherry expressed concerns that it is not going to be done soon and needs to be communicated to partners who are asking. David mentioned the anticipated launch in late spring. It was agreed that

at this time no motions need to be made unless the project is outside of the boundaries previously set.

- h. Alicia shared our payment processes as an update to how things are evolving. Traditionally, FLVC has managed payments via handwritten bank checks; however, we are now primarily using Bill.com, which facilitates sending paper checks electronically and/or ACH payments. The check method takes approximately 10 business days from processing till it reaches the recipient. This is our preferred system, primarily for security reasons. Sometimes, statements indicate due dates within 15 days, but to avoid appearing late, we are communicating with vendors the request to have payments due in 30 days. This helps us maintain good relationships and ensures timely payments.
- i. Nichola shared that while ACH payments are an option, they cannot be used for the Virtual Museum project due to New York State grant requirements, which necessitate canceled check backups or proof of payment. Before Nichola submits for the last draw of \$226,000 to the county, FLVC will use our systems in place to pull cancelled checks as proof of payment to accompany invoice. Alicia indicated that Bill.com shares a dedicated reference ID for ACH payments, which Valerie had already been doing for Virtual Museum vendors such as Mobile Graphics previously.
- j. David confirmed if Nichola needs more funding, that she comes back to the BOD. David asked if Nichola's next contract cost would be included in the remaining \$351,003. Nichola said she thinks that it will be within our budget.
- k. Steve asked for confirmation that the County is \$424,000. Nichola said yes, the first year was \$210,000 and has been paid out. She indicated that the second year is also roughly \$210,000. The remaining left after this year's reimbursements is \$174,008.50 and she expects to put that in shortly to get the reimbursement soon. Usually within 2 weeks we will get a check to help increase the funds immediately to help finish off the project.

03. Executive Committee (revisited)

- a. David reported that the primary work of the committee was the Virtual Museum and working with Valerie to close our agreements with her.

04. Governance Committee

- a. Russ reported that the committee had their first meeting, setting the ground rules, what to expect, and getting a feeling for where things are. We have set up meetings for the next four months, putting a focus on virtual attendance and virtual voting, trying to find a way if that is possible and then bringing a discussion to the board to see if it is desirable to have that.

05. Finance and Audit Committee

- a. The committee talked about the policy prior to closing Key Bank and moving the funds forward to a new bank. We have already approved this. This account is for Matching Funds. We are going to need approval when we open a new account, at the next meeting. Alicia stated that Lisa, Bob Bennett, and Valerie are on the Key Bank account. Alicia will connect with Lisa when she is back in town.
- b. We are working on adding Alicia to Five Star and removing Val; Lisa and Steve are on there. Accounts here are for the NYS Subgrant as well as the Reserve account. Alicia revisited the recent discussion of reimbursing the checking account at CNB from the reserve account to use all the funds that went into the transition, everything from Searchwide to paying out Val to any other transitional pieces. In December 2024, \$50,000 was transferred from one of the reserve accounts into the checking account. Moving \$9,266.73 from the reserve account would then complete the transfer of a total of \$59,266 spent on transition process. Steve made a motion to move over

\$9,266.73 from reserves to the operating fund. Russ seconded the motion. All approved the motion.

- c. Alicia stated that we have a CD maturing in September for \$70,000 with Merrill Lynch. She has the paperwork with her to finish signatures, and then she can get added on to those investments as well. Currently she is relying on Bowers for needed information.
- d. Lyons Bank needs some more signatures till its transition is complete.
- e. Jim asked how many bank accounts we have. Russ indicated FDIC insurance sets limitations if you have over \$1,000,000, so they are spread out around the county.
- f. One thought Alicia brought up is to move the Key Bank account to Lyons Bank as we will be closing the Virtual Museum account soon. This would keep things local and convenient for those who need to get to the bank.
- g. Tracey also mentioned that the NYS Meeting Subgrant still needs to be finished. It is in the final stages, and she is working with the state to submit final receipts. Alicia added that we very recently received all four payments in this fiscal year. The final \$78,125 was estimated to come in the next fiscal year by Valerie and was included in the 25-26 budget approved at the July meeting, so will need to be backed out and a revision brought forth. However, we may have the \$180,000 from the state for the Virtual Museum so that would help the revenue.

06. Nominating Committee

- a. Lori has been in contact with several candidates, and she is pleased to share that the committee has three recommendations for new board members. As a reminder, we have four spaces to fill - Mike Kaufman: 2-year term; Mike Darling: 2-year term; Sherry Brahm French: 3-year term; and Sheryl Mordini: 3-year term.
- b. The committee recommends the following:
 - i. Carline Scott, Finger Lakes Health Geneva, 3-year term
 - ii. Christy Mattice, Explore Naples, 3-year term
 - iii. Clare Canavan, Eastview Mall, 2-year term
 - iv. Lori said she is also discussing this with Todd Reardon at Peacemaker Brewing but could not get him confirmed by today's meeting. This position would be for a 2-year term.
- c. These candidates will be presented to the PEQ committee and the Board of Supervisors.

07. President & CEO's Report

- a. Credit Cards. FLVC closed the Capital One credit card and opened a Chase Ink Business Preferred card. All agreements were created and signed by the staff so we will be using them in the same capacity as they were previously.
- b. PARIS. Budget submitted to Pari at the end of July, of note a forecast for the next five years was requested. The numbers that were filed in Paris last July for this current fiscal year's budget were not the numbers we have been working with. I spoke to Steve, and he believes there were some changes to the budget at the January meeting. Moving forward, Alicia said she will take responsibility to make sure we communicate updates as necessary through all channels. Next year she plans to present the forecast to the BOD to review ahead of time.
- c. PEQ. Alicia will take the time to share who we are and what we do via a PowerPoint presentation. There has been talk that some are not sure what we do, and it was suggested by Chris DeBolt and Alissa Bub to share this information now and as new supervisors come on board.
- d. TPA Resolution. Motion to present at PEQ made by Charles. Second by Chris.
- e. On the Road. The NYSTIA conference is September 10-12 in Lake George; Alicia and Tracey to attend. The NYSDMO quarterly meeting is in Rochester late September; Alicia and Tracey to attend.

- f. County Meetings. Alicia had a meeting with Chris DeBolt and Alissa Bub. They discussed our current contract which goes through December of 2026. The last time it was approved it was decided that there would be a strategic vision or plan done with the Board of Supervisors to be involved in some capacity, so they could better determine what our contract is moving forward. With the transition they wanted to know if we might want a bit more time to put together a strategic vision. Chris offered the possibility to extend our contract one year, again giving us a 5% increase through December 2027.
 - i. Jim asked if this were approved and there is a change in STR tax and a bump in revenue, would we get some of that? Alicia said they did have their first discussion on short-term rentals. There is some leg work that needs to happen between now and then and she does not see it happening quickly. Jim did see that there was a 3% occupancy tax collected and wondered if we were getting any of it. Alicia said we are not. Alicia also said we are trying to get occupancy tax updates, as understood FLVC could not get in to the treasurer. Alicia to reach out.
- g. Economic Development Focus Group. Alicia attended as did Steve. Data was a conversation. Jim asked that the list that FLVC provided to assist with tourism attendance be shared. Transportation around the county was discussed as well as infrastructure, housing, and overall labor. Canandaigua Airport was also a conversation. Data would be helpful to know who flies in and what they are here for before additional funding needs to be discussed. Steve noted that while the IDA does their strategic plan, we need to be sure to have a seat at the table with tourism. He suggested that Alicia share Mike Zimmerman's contact information with everyone because he is collecting feedback regarding tourism.
 - i. David asked if we should share the consultant work from Young Strategies and Josiah.
 - ii. Jim mentioned that the Geneva IDA is funding local events, something that the BID and FLTA do not do. Alicia is hoping that when we launch our partnership program, we can contribute in-kind services, assisting partners with photography, influencers, content.

08. New Business

- a. Russ asked for a resolution to honor Grace Carlson, an original FLVC board appointee from the county. She and her husband Carl ran Cheerful Valley Campground. She was a long-time board member, and her son Carl was also on the board. She passed away on August 7 and as is tradition with this board, Russ asked that we pass a resolution of appreciation and sympathy and then pass that along to the family. He also asked Chris if it would be possible to have the county do something similar. Motion to approve the resolution for Grace Carlson by Charles, with second by Russ. The motion was approved.
- b. Chris announced that Watkins Glen dates have been moved to Mother's Day Weekend.
- c. Roseland mini golf is open.
- d. Mark will be speaking at the NYS Cooperative Extension Tourism Conference in November in Saratoga regarding his story and Agri-Tourism

09. Adjourn

- a. David called for a motion for adjournment. Motion made by Chris with a second from Lori. Motion was approved and the meeting was adjourned at 10:05am.