



Finger Lakes Visitors Connection
 Board of Directors Meeting | Hotel Canandaigua, Canandaigua
 October 9, 2025 | 8:30 - 10:00 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>	Z		
<i>Christy Mattice, Explore Naples</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>Chris Vastola, Ontario County Board of Supervisors, Town of Canadice</i>			X
<i>Lori Proper, The Lake House at Canandaigua</i>	X		
<i>Todd Plouffe, Indus Hospitality Group</i>			X
<i>Jim Cecere, Vinifera</i>	X		
<i>Naved Amed, Geneva on The Lake</i>			X
<i>Todd Reardon, Peacemaker Brewing Co</i>	Z		
<i>Clare Canavan, Wilmorite Eastview Mall</i>	X		
<i>Caroline Scutt, Finger Lakes Health</i>	X		

Sherry Brahm French, retired board member attended.

Staff: Alicia Richie Quinn, Tracey Burkey, Chloe Davis

Z represents presence via zoom.

Call to Order and Welcome

David Hutchings called the meeting to order at 8:39 a.m. He welcomed everyone; everyone introduced themselves to the new board members. David mentioned that it was Sherry’s last meeting, although her term expired at the end of September.

1. Consent Agenda

- a. Meeting Minutes. Minutes of the Board of Directors Meeting – August 21, 2025
- b. APPROVED. David asked for a motion on the Consent Agenda and Board of Directors August 21, 2025, Meeting Minutes. Subsequently, Russ Kenyon offered this motion, which was seconded by Lisa FitzGerald. A motion to accept the Board of Directors Meeting Minutes from August 21, 2025, was carried with all present voting yes.

2. Consent Financial Reports

- c. August Financials. Steve presented the 2025 August & 2025 September financial report.
- d. APPROVED. Steve asked for a motion to approve the financial report as presented. Charles made a motion to approve with a second by Mark. Motion passed.

Committees of the Board

01. Executive Committee

- a. Alicia asked to amend the BOD calendar for FY25, moving the annual meeting to December when the audited financials are completed and ready to be presented.
- b. Russ referenced the bylaws and inquired if we could move the annual meeting. Alicia said that to her knowledge there was no specific time for the annual meeting in the bylaws. Alicia will review the bylaws to ensure there is no specific time for the annual meeting; if found otherwise, it will be addressed at the next BOD meeting.
- c. APPROVED. David asked for a motion on the Executive Committee. Russ offered this motion which was seconded by Lori. A motion to accept the Executive Committee items was carried with all present voting yes.

02. Nominating Committee

- a. Lori introduced the new board members, Caroline Scutt, Christy Mattice, Todd Reardon, and Clare Canavan; they each told a little bit about themselves.
- b. Alicia asked if FLVC can get headshots of each board member for future professional use.
- c. Discussed the re-appointed board members, Jim Cecere, Todd Plouffe, and Russ Kenyon for a three-year term to expire on 9/30/28. Jim needs to check if he can be on the board of directors and be the Mayor of Geneva. With Mike Kaufman's retirement, Alicia is not sure if we need to appoint a Past Chairperson as an officer. Russ does not feel it is necessary. Lori announced the election of the new board officers for FY26. They will remain; David Hutchings as Chairperson, Lisa FitzGerald as 1st Vice Chairperson, Charles Parkhurst as Secretary, and Steve Fuller as Treasurer. It was felt necessary to keep consistent due to so much transition.
- d. APPROVED. Lori asked for a motion to approve the new board members, approve the re-appointed board members, and approve the board officers. Russ offered this motion, which was seconded by Steve. A motion to accept the Nominating Committee items was carried with all present voting yes.

03. Finance/Audit Committee

- a. Steve discussed the new account that was opened at Lyons National Bank for the matching funds grant money. We are transferring the funds from the KeyBank account to the new account at Lyons National Bank and closing the KeyBank account, which has been hard to access per their change policies.
- b. Steve discussed the transfer of \$163,000 from the Meetings Subgrant at Five Star Bank to be moved to the CNB Checking account, and he asked for a motion. Lori offered this motion which was seconded by Lisa.
- c. Steve discussed the transfer of \$4,500 from CNB's Valerie Knoblauch Scholarship Fund to the FLVC Checking account to cover the cost of Valerie's retirement party and he asked for a motion. Charles offered this motion which was seconded by Russ.
- d. Steve discussed that our Merrill Lynch Goldman Sachs CD for \$70,000 has matured on 9/10/25, we accrued interest and that money was moved to Black Rock FedFund. Alicia stated this would be kept as a liquid account until further decisions are made regarding what dollars are needed to complete the Virtual Museum project. If determined not needed, it would move back to a CD.
- e. APPROVED. Steve asked for a motion on the Finance/Audit Committee. Lisa offered this motion which was seconded by David. A motion to accept the Finance/Audit Committee items was carried with all present voting yes.

04. Other Committee Updates

- a. Russ discussed that they needed to postpone the Governance Committee meeting; Tracey will set up a time for a new meeting. The committee will review the meeting guidelines and discuss the possibility of virtual meetings.

05. President & CEO's Report

- a. Alicia discussed Finger Lakes Visitors Connection (FLVC)'s goals for FY26: FLVC will continue strengthening its organizational structure, community and government relationships, and regional partnerships to enhance destination management across Ontario County. Strategic priorities include completing the Virtual Museum and launching a new Partner Co-op Program, conducting a short-term rental market analysis, leveraging research and data for informed marketing and planning, and completing DMAP re-accreditation to ensure continued excellence as a destination marketing organization.
- b. Alicia discussed the Global FAM Tour arriving to the County, the group is made up of international media and travel trade partners from Germany, Austria, Australia, United Kingdom, and Canada. She expressed the importance of hosting these types of groups and mentioned that we partnered with ILOVENY for this opportunity. ILOVENY is covering most meals, and they will be tracking the results to help us justify future similar opportunities and ROI.
- c. Tracey gave an update on the Meetings Subgrant. She mentioned the Waterfront Program, in collaboration with other destinations, for teambuilding and retreats on lakefront properties has been successful. She mentioned that FLVC has been fully paid, and the receipts have been submitted. We are now awaiting final approval from New York State.
- d. Alicia gave an update on the Virtual Museum. She mentioned that all the blue signs are done, and the QR codes are printed and ready to be installed, which fulfills the new content and sign requirements for the county and state grant. The interpretive signs have not yet been approved or produced, nor have the bronze plaques, but the QR codes are done for these additional elements. We have not spent the full \$900,000, but instead about \$535,000. Alicia had a meeting with the state to ask if the grant could be lowered to something more reasonable as the requirements will be met for much less than anticipated or planned. The project needs a new installer; Jim and Sherry mentioned they might know people who can help. There are about 10 people left to sign the Virtual Museum Sign Agreement.
- e. Alicia has asked for a motion to enter engagement with MMB for the audit of FY25 Financials/Records. Steve offered this motion which was seconded by Lisa. All present voted in favor.
- f. APPROVED. Alicia asked for a motion on the President & CEO's Report. Subsequently, Mark offered this motion which was seconded by Steve. A motion to accept the President & CEO's Report items was carried with all present voting yes.

06. New Business

- a. Russ mentioned that we need to explore electronic participation for Zoom. Alicia to review bylaws to see if it is allowed. After it is determined, a schedule for next year's meetings will be given out.

07. Adjourn

- a. APPROVED. David asked for a motion to adjourn. Charles cast the motion. It was seconded by Mark; all present voted in favor, and the meeting was adjourned at 9:58 a.m.