



Finger Lakes Visitors Connection
 Board of Directors Meeting | The Lake House, Canandaigua
 December 11, 2025 | 3:30 - 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>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>	Z		
<i>Jim Cecere, Vinifera</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		

Z represents present via zoom.

Staff: Alicia Richie Quinn, Tracey Burkey, Chloe Davis

Call to Order and Welcome

David Hutchings called the meeting to order at 3:48 p.m.

Consent Agenda

Meeting Minutes. David asked for a motion to accept the minutes of the October 9, 2025, meeting. Charles made a motion to approve the October meeting minutes with a second from Mike Roeder. The motion was passed.

Discussions. No other discussion.

Consent Financial Reports

October & November Financials. Steve presented the October 2025 and November 2025 financial report. Steve asked for a motion to approve the October 2025 and November 2025 financial report as presented. David made a motion to approve with a second by Lori. The motion was passed.

Charles asked how the Virtual Museum grant flows into the budget; Alicia shared its captured under the category for Economic Development and is paid from CNB Checking account, as it's been since its inception. Since the project is not yet finished, you'll see a budget remains through this fiscal year.

Committees of the Board

Finance/Audit Committee

- Steve shared the Merrill Lynch CD for \$55,000 matured on 11/28/25 and was rolled into a new six-month CD at a rate of 3.75%. The \$3,630.00 of accrued interest was rolled into a money market, yielding 3.88% as of 12/2/25.
- Steve introduced Jason Redman of Mengel Metzger Barr (MMB) who presented the audit. Steve mentioned the financial committee met prior to the board meeting and recommended the board approve and sign the audit as presented, acknowledging that not all members had reviewed it yet. Alicia and Jason will ensure that all board members receive a copy. Alicia stated that if any board member is not comfortable signing the audit as is, a special Zoom meeting would be required to meet the PARIS submission deadline of December 31.
 - Jason stated that the audit had no significant findings and was consistent with prior years. He said the cash and CDs decreased by \$60,000 due to fixed asset purposes and accounts payable decreased by \$100,000 dollars due to no outstanding expenses. The total revenue decreased from \$1.7 million to \$1.6 million due to the timing of the grant revenue and several large expenditures, including the executive search. Jason concluded the audit presentation by saying that they reviewed the internal controls during the leadership transition from prior President & CEO, Valerie Knoblauch, and current President & CEO, Alicia Quinn and had no significant findings. David asked for a motion to approve the audit; Russ made the motion and Charlie seconded. The motion was passed.
 - Jason offered to review the draft of the 990 if board members had questions but noted it is lengthy document. At Steve's request, Jason explained the identified risks. He defined identified risks as areas susceptible to fraud, noting the risks identified, potential misappropriation of assets, management override controls, and improper revenue recognition, are standard for nonprofit organizations and do not indicate errors. Jim asked if the improper revenue recognition risk was related to the marketing budget change. Jason said that revenue recognition can be affected by various factors, so it might not directly be related, emphasizing that nonprofit revenue must be recorded in the appropriate categories. Jim then asked about the in-kind and what it is, Jason explained that in-kind contributions are recorded as both income and expense at the same time and disclosed in the audit. In response to questions about advertising and branding budget lines, Jason noted that one account that didn't get regrouped as Alicia requested. Alicia stated this was her only requested reclass to better identify what was Public Relations efforts, but the numbers will ride as presented. Future re-classifications will be strongly considered to best represent funding categories and classes. Jim asked if the county is cutting funding. Jason clarified that county funding wasn't cut; it was additional grants FLVC got to add to the traditional county grant. David added that although the 990 shows a decrease, the finance committee reviewed it and found it accurate. Jason says the 990 requires a signature, and David noted the finance committee would table it until additional board members could review it. Russ asked for a motion to approve the 990 draft after David and Steve's review. Jim made the motion and Chris Vastola seconded. The motion was passed.

Governance Committee

- Russ mentioned that he hadn't had a chance to review the policy on Electronic Participation in Meetings from Remote Locations, so the board wouldn't be able to vote right now. Russ said that he thought this was just a policy change; Tracey noted that it's going to have a be a bylaw change. Russ said that he would review the policies and bylaws to make a decision at the next meeting.
- Alicia presented the 2026 Meetings Calendar, noting that it allows more time for committee meetings to meet and prepare prior to board meetings. She also recommended shifting meetings from Thursdays to Tuesdays, in some cases, to avoid conflicts with other local organizations. David asked for motion to approve the 2026 Meetings Calendar. Chris Vastola made that motion, and Mark Gilbride seconded. The motion was passed.

Other Committees

No other reports from the committees.

President & CEO's Report

- Alicia mentioned that the FY25 Year-end Annual Report will be submitted to PARIS.
- Alicia provided an overview of FLVC's annual report, highlighting financials, marketing efforts, social media impact, VisitFingerLakes.com key findings, partnerships, and the Virtual Museum project.
- Tracey discussed the Waterfront Program, which supported the advocacy for the meetings market through the federal meetings subgrant by focusing on small meeting destinations and waterfront boutique hotels.
- Alicia then provided an update on the Virtual Museum project, noting that several signs are installed, with a limited number of QR code brackets pending shipment following the completion of painting. Even with the added costs for the brackets, two interpretive signs, and bronze plaques, the project remains under the originally planned budget. Charles asked if the county was happy to get the project going. Alicia said yes. She added that project adjustments are ongoing in coordination with the county and the state, while FLVC will plan to do a public unveiling in spring 2026.
- Alicia presented a proposed FY26 budget modification and outlined the reasons for the changes. These included:
 - Continued participation in Brand USA following the launch of their new website and campaign targeted to Canada and the UK.
 - The unexpected receipt of subgrant funds in the 2024-25 fiscal year.
 - The second payment due under FLVC's two-year contract with Wheel the World that was previously not documented or recorded; and
 - The removal of a previously budgeted salary for a new position, as Alicia determined the hire was not in FLVC's best interest at this time.
 - Additional adjustments included increased repairs and maintenance costs due to a roof leak, a new contract with Uber Lawns & Landscape for both winter and summer property care, and the benefit cost increases resulting from additional employees enrolling in medical health benefits.
 - Russ asked whether the modified budget must be submitted to the county after board approval. Alicia clarified that county approval and PARIS resubmission are not required and noted that she has been transparent about budget modifications at PEQ. Alicia asked for a motion to approve the FY26 budget modifications. Russ made the motion which was followed by Mike Roeder. The motion was passed.
- Alicia gave an update on other grants:
 - NYS Matching Funds. FLVC was approved to receive NYS Matching Funds.

- NYS Meetings SubGrant. Alicia mentioned that she received confirmation that FLVC was done. Tracey indicated there is one more report to complete, but FLVC got all the money.
- Alicia provided an update on America 250, noting that Ontario County received a \$15,000 grant for the celebration. Administrator, Christopher DeBolt asked FLVC to serve as the grant recipient and lead, in partnership with Ulana Fuller of the Ontario County Historical Society. In response to a question from Chris Vastola, Alicia confirmed that FLVC will collaborate with towns and cities across the county to develop a unified America 250 story.

Old Business

Nothing to report

New Business

Nothing to report

Adjourn

David called for a motion for adjournment. Motion made by Steve with a second from Jim. Motion was approved and the meeting was adjourned at 4:45 p.m.

Next Meeting: Thursday, Feb 19, 2026, 3 p.m. Location TBD