

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Annual Meeting Wednesday, October 17, 2012 8:00 a.m.
Hazlitt's Red Cat Cellars, Naples

PRESENT

Mike Kauffman	Carl Carlson
Bob Bennett	John Brahm
Russ Kenyon	Mike Roeder
Jessica Bacher	Mary Luckern
Dick Maltman	
Suzanne Farley	<u>EX-OFFICIO</u>
Frank Riccio	Alison Grems, Canandaigua Chamber
	Spike Herzig, Geneva Chamber
	Bob Matson, FLCC

EXCUSED

Lois Kozlowski
Lisa Fitzgerald
Dan Fuller
Alexa Gifford
David Hutchings
David Linger

STAFF

Valerie Knoblauch
Sue Schmidt
Rebecca Donovan
David Lee
AJ Shear
Sara Paduano

WELCOME / INTRODUCTIONS – Chairman Mike Roeder called the meeting to order at 8:10 a.m.

NOMINATING COMMITTEE – Frank Riccio reported for the Nominating Committee. The Nominating Committee recommended the following Slate of Officers:

Chairperson - Mike Roeder
1st Vice Chair - Mike Kauffman
2nd Vice Chair - Bob Bennett
Secretary - Suzanne Farley
Treasurer - Frank Riccio

Frank Riccio moved to **approve the Slate of Officers on behalf of the Nominating Committee**. Dick Maltman seconded and the motion passed unanimously. Frank Riccio moved to **appoint Valerie Knoblauch as Assistant Secretary/Treasurer**. Bob Bennett seconded and the motion passed unanimously.

CHAIRPERSON'S REPORT – Mike Roeder thanked Valerie and the FLVC staff for leading the organization, and keeping on top of technology and tourism trends. Mike looks forward to moving ahead with what we have learned from Berkeley Young's survey results for another successful year in tourism.

OFFICIAL BUSINESS - Mike Roeder re-established the following committees, and accordingly will appoint the members of the Executive, Audit and Governance committees as needed. Russ Kenyon, as immediate past chairperson will be appointed a member of the Executive Committee.

Russ Kenyon moved to **appoint Fredericksen & Sirianni, LLP to perform the 2012-2013 audit**. Bob Bennett seconded, and the motion passed unanimously. Valerie noted that next year's audit will be the fifth for Fredericksen & Sirianni. The Audit Committee will begin to look at other auditors for the 2013-2014 audit. Valerie noted that our previous auditors, Barone, Siciliano & Co., will be considered, and asked board members for other suggestions, particularly for auditors who specialize in nonprofits, government or small businesses.

OFFICIAL BUSINESS – continued

Valerie received the final occupancy tax collection numbers from the County, and presented the final budget, with revenue up \$43,405 over last year, and the total budget being \$858,337.00. The budget will go before the Ontario County Planning & Research Committee for approval on October 24, 2012. Budget highlights are: further investment in the web and electronic marketing; printing a new travel guide; a NYS Opportunity Fund, which will allow FLVC to be flexible enough to participate in short-notice pay-to-play programs offered by New York State. Valerie has budgeted for small house projects, minor hardware and electronics purchases, and Branding/Strategic Plan follow up activities. Valerie is grateful to Ontario County for leaving our funding intact. Frank Riccio moved to **approve the 2012-2013 budget in the amount of \$942,537.00**. Bob Bennett seconded, and the motion passed unanimously.

Valerie presented the proposed meeting calendar for 2012-2013 (see attached). While 2011-2012 focused on alternative meeting sites, Valerie would like to return to more traditional meeting spaces for the coming year. Valerie offered two alternatives – traditional hotel meeting sites, or meeting in town halls around Ontario County with invited guests; Strategic Plan items will continue to be the focus of meetings. The board agreed that town hall locations would be appropriate. Mary Luckern offered the Geneva Town Hall for the November 2012 meeting. Bob Bennett moved to **adopt the 2012-2013 meeting schedule**. Mike Kauffman seconded and the motion was passed unanimously.

Date	Time
October 17, 2012	8:00 a.m.
November 14, 2012	8:00 a.m.
December 19, 2012	3:00 p.m.
January 16, 2013	8:00 a.m.
January 31, 2013 Industry Wide Meeting	8:00 a.m.
February 27, 2013	8:00 a.m.
March 20, 2013	8:00 a.m.
April 24, 2013	8:00 a.m.
May 15, 2013	8:00 a.m.
July 24, 2013	8:00 a.m.
September 11, 2013	8:00 a.m.
October 16, 2013	8:00 a.m.

OFFICIAL BUSINESS – continued

Confirmation of Depositories – Valerie noted that First Niagara is now Community Bank.

Russ Kenyon made a motion to **approve the following depositories:**

- Canandaigua National Bank – Checking
- Canandaigua National Bank – Savings
- Canandaigua National Bank – NYS Matching Funds
- Five Star Bank – Multi-County Account
- Five Star Bank – Mortgage Account
- Five Star Bank – Regional Account
- Community Bank – Reserve Account

Bob Bennett seconded and the motion passed unanimously. Valerie also noted that although she will not be the Regional TPA next year, we have offered to help with the hosting of the Regional checking account while in transition.

Confirmation of Official Media Outlets – Dick Maltman made a motion to **approve the Daily Messenger and the Finger Lakes Times as official media outlets.** Carl Carlson seconded and the motion passed unanimously.

Public Authorities Accountability Act – Valerie reminded the board of the requirement to report annually on certain policies and procedures. Russ Kenyon moved to **approve the current Procurement Policy and the current Investment and Deposit Policy.** Mary Luckern seconded and the motion passed unanimously. Valerie noted that the board reviewed the Mission Statement and Performance Measures, as well as Board Self-Evaluations at the May 2, 2012 meeting.

President's Report – The marketing team has been busy closing out the 2011-2012 partnership program in preparation for the audit. Both cash payments and in-kind services must be recorded; unused in-kind services or products still have value to the corporation, but need to be in hand. Valerie thanked board members for being test cases for the close-out letters, and confirming the types of questions that would arise. Letters will go out this week, offering the partners four options for closing out the partnership, along with copies of the original payment/in-kind arrangements.

ADJOURN – Mike Roeder adjourned the annual meeting at 8:35 a.m.