

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting Wednesday, January 16, 2013 8:00 a.m.
Manchester Town Hall, Clifton Springs, NY

PRESENT

Lois Kozlowski	David Hutchings
Dick Maltman	Mike Roeder
David Linger	Carl Carlson
John Brahm	Bob Bennett
Jessica Bacher	Alexa Gifford
Suzanne Farley	Mary Luckern
Russ Kenyon	

EXCUSED

Mike Kauffman
Dan Fuller
Lisa Fitzgerald
Frank Riccio

EX-OFFICIO

Liz Winter, Geneva Chamber
Alison Grems, Canandaigua Chamber

STAFF

Valerie Knoblauch
Holly Chaapel
Sue Schmidt
AJ Shear
Sara Paduano
David Lee

GUESTS Jamie Noga, Clifton Springs Chamber

WELCOME – President Mike Roeder called the meeting to order at 8:05 a.m. and introduced our board members. Valerie introduced Holly Chaapel as the new Executive Assistant at FLVC. Holly provided her own introduction with a small background.

CORRESPONDENCE NOTEBOOK- AJ Shear, Communications Manager, passed around the correspondence notebook. AJ talked about Governor Cuomo’s State of the State address with specific mentions of tourism as well as casino gaming legislation. Sue Schmidt, Vice President and Sales, spoke about a meeting she attended regarding the Governor’s State of the State synopsis. She indicated that she reinforced the casino gaming interests as well as the investment in tourism for its return to NYS.

Valerie was in Albany on Tuesday, January 15, 2013 for an Assembly hearing on the Rebranding of New York State. She recapped her testimony which reinforced the importance of matching funds, retaining the Finger Lakes brand, and the cooperative spirit of the counties of the region.

OFFICIAL BUSINESS – Carl Carlson moved to **approve the Minutes of the December 19, 2012 Board of Directors meeting**. Lois Kozlowski seconded, and the motion was passed unanimously.

No December financials were provided.

AUDIT COMMITTEE REPORT- Valerie stated that Requests for Proposals (RFPs) for the new auditor had gone out. Deadline to respond is January 25th. Thank you to the board members for developing the list.

AGENCY REPORTS - Alison Grems from *Canandaigua Chamber* announced the Canandaigua visitors guide is underway. Canandaigua Chamber is also in search of a Director of Economic Development. The annual dinner is February 1, 2013. Liz Winter from *Geneva Chamber* announced the names of two new staff members: Donna Isaacs, Membership Manager, and Anya Stillwell, Programs & Communications Manager. Liz also gave an update on the visitors center construction which will begin within a month with a hopeful move-in after Labor Day. Jamie Noga, *Clifton Springs Chamber*, complimented the FLVC staff and shared that she is very impressed with FLVC and what they do. She stated that in her area, many individuals have concerns as to where Clifton Springs fits in Ontario County, but Jamie never feels that way with FLVC and does not think Clifton Springs is overlooked. Jamie presented an idea of having a talent competition among employees within Ontario County. This is with hopes that all employees in the area can become familiar with other communities.

PRESIDENT'S REPORT- Valerie briefly overviewed a few of the activities that the staff had been involved with recently including: the opening of the Holiday Inn Express – Canandaigua. Sue Schmidt just returned from the trade show for the American Bus Association and is prepping for Bank Travel Show. David Lee is preparing fulfillment, finishing the database structure, and ensuring we have an adequate presence at the upcoming consumer shows.

MARKETING REPORT -Valerie asked AJ to overview the Food Revolution. The Food Revolution was one of our successful grant applications in the last round of NYS Consolidated Funding Applications. A \$37,000 grant was received for the Food Revolution. AJ reviewed the specifics - there are three phases to the Food Revolution. 1.) Marketing and Promotion in the fall: Looking for the Best of the Best in all 14 counties. 2.) Top 2 from each category and voted online. Simply Crepes, Leaf Kitchen, and Naked Dove were among the top nominees. 3.) Finger Lakes Foodie Awards will take place at FLCC on March 18, 2013.

Sara Paduano, FLVC Marketing Manager, gave an overview and update of the travel guide. Sara has made an effort to cover every community in Ontario County in the travel guide. It is organized by interest and created more like a “lifestyle guide”. Sara, working with Harris Studios, plans to have the travel guide to print by the end of next week and out to the industry on January 31, 2013. The first run will be 10,000; the second run will feature slightly different content, be commoditized and will consist of approximately 50,000 copies. The current one has a heavy winter focus – and the next will look more like fall. It is being designed with the interests and input that was received from the Young Strategies, Inc. recommendations. John Brahm asked about distribution of travel guide. David Lee briefly reviewed the distribution plan which includes consumer travel shows, distribution services within a five hour drive radius (Ontario, Ohio, Northeast), as well as response to consumer inquiries from advertising and public relations activities. The board commended Sara for her hard work on the travel guide. Lois Kozlowski commented that the travel guide looks “pretty” and will be appealing in a rack – enticing visitors to pick it up and read.

STRATEGIC PLAN – Valerie presented Young Strategies, Inc. Market Research Study and recommendations. This is the official document from which we are making our marketing and development recommendations and providing action items and tactics to achieve the goals. Berkeley Young had been in the area and led several groups through input. The draft goals were outlined here and a worksheet given to each board member as a guide for input into potential action items for our organization. It was well-received by the board with many positive comments. The board provided input and ideas for the remainder of the meeting. Valerie thanked the board for their insights and for bringing their experience to the table. She indicated that the staff would take these and provide one more draft for the Board’s approval.

ADJOURN – Bob Bennett made a motion to adjourn the meeting, seconded by John Brahm and the meeting was adjourned at 10:03 a.m.

Minutes submitted by Holly Chaapel.

Next meeting:
February 27, 2013,
South Bristol Town Hall, Naples, NY