

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting, Wednesday, February 27, 2013 8:00 a.m.
South Bristol Town Hall, Naples, NY

PRESENT

Lois Kozlowski
Mary Luckern
Dick Maltman
Alexa Gifford
Frank Riccio
David Hutchings
Russ Kenyon

EXCUSED

Mike Kauffman
David Linger
Carl Carlson
Dan Fuller
Suzanne Farley
Bob Bennett
Mike Roeder
Lisa Fitzgerald
John Brahm
Jessica Bacher

EX-OFFICIO

Alison Grems,
Canandaigua Chamber

STAFF

Valerie Knoblauch
David Lee
Holly Chaapel

GUESTS

Brian Schenk, Mayor of Naples
Blake Kritzberg, Deputy Mayor of Naples
Wayne Houseman, Town of Bristol, representing
Supervisor Bob Green
Dan Marshall, Supervisor Town of South Bristol

WELCOME – Russ Kenyon called the meeting to order at 8:10 am. Russ initiated self-introductions and welcomed the guests. Supervisor Dan Marshall welcomed everyone to the town of South Bristol and thanked us for extending the invitation. Supervisor Marshall went on to explain that this year is the 175th birthday of the town of South Bristol and encouraged everyone to take part in the activities that will be held throughout the year. Wayne Houseman, former supervisor, representing the town of Bristol, also greeted the group and talked about the positive relationship with South Bristol and the other towns and that he was glad to be here on behalf of Supervisor Bob Green.

David Lee discussed the Happiness +1 FAM Tour that will take place June 3-4. First day is an educational day; second day is more of getting out in the community and going to five different locations within Ontario County. We will need to build participation in this event. We are having two former Disney employees and a former FLVC intern to present.

Valerie Knoblauch introduced the 2013 Visitors Guide. She congratulated Sara Paduano and the team for the hard work to produce such a distinctive, comprehensive guide. She announced that FLVC will be hosting an “Art Show” on April 19 at Hazlitt Red Cat Cellars Winery in Naples. The art show will be the Travel Guide Art Show. Valerie also mentioned the idea of working with Mike Kauffman to update the photos at Eastview Mall. FLVC originally assisted in this project and it’s time for a bit of an update.

OFFICIAL BUSINESS – Due to a lack of board members, there was not a quorum to approve the Minutes of the January 16, 2013 Board of Directors meeting.

Valerie posted financial reports for December, Budget to Actual. There were no questions from the board.

Valerie gave a brief overview of the policy: **Electronic Communications: Use of computers, internet access, e-mail and voice mail, etc.** This policy was adopted in 2003, and is recommended for updating. Valerie asked the board to review the policy and bring suggestions to the next board meeting on March 20, 2013.

AUDIT COMMITTEE REPORT- Russ Kenyon highlighted the RFP process for obtaining a new auditor. He indicated that we had received three proposals, ranging in cost for a five year period of \$27,900 to \$39,500. Barone and Siciliano had a quote of \$27,900. Russ Kenyon moved on behalf of the Audit Committee that Barone and Siciliano be contracted for our annual audit at a cost of \$5,500 for years 2013-2015 and at a cost of \$5,700 for years 2016 and 2017. All in attendance voted in favor.

BY-LAWS COMMITTEE REPORT- The by-laws committee (Jessica Bacher, Dick Maltman, and Valerie Knoblauch) met and reviewed the by-laws in which updates were made. They noted that the clause regarding board of directors' terms with fiscal years is recommended for elimination. A second focus was on the ex-officio section within the by-laws. There is a desire to clear that up and perhaps expand it to incorporate more voices on certain topics. For example, remove "*representative of local chamber of commerce*" and replace it with "*the full time executive leadership of local chamber of commerce.*" David Hutchings suggested having more engagement with college students on the board as ex-officio members. The by-laws will be reviewed again and up for a vote at the next meeting.

CHAIRPERSON'S REPORT- Russ reported that the Executive Committee met to discuss several financial issues. Members of the committee were made aware of a brief set of transactions that were required to change over our savings accounts. Additionally, Valerie presented the recommendation on behalf of the executive committee to pay off the mortgages. With a balance of approximately \$17,000 left for both windows and house mortgages, paying them off would eliminate the amount of time and paperwork spent each month on the mortgages. With paying off the mortgages, FLVC would also be closing a bank account at Five Star Bank. Frank Riccio mentioned that it does not affect the corporation in any other way and would end up saving money in the end. Frank Riccio made a motion on behalf of the executive committee to pay off mortgage # 2890073289 in the amount of \$11,669.51 as of March 1, 2013, and to pay off mortgage #2890086143 in the amount of \$6,497.04 as of March 1, 2013. Russ asked those present for approval but without a quorum the board was not able to officially vote. All attending members were in favor of paying off the mortgage. Valerie will follow-up for additional votes on the subject – knowing that Mike Kauffman, Suzanne Farley, and Bob Bennett were all in favor of the payoff amount.

PRESIDENT'S REPORT- Valerie overviewed the BOD Performance Metrics and described some challenges with qualifying them. The metrics were displayed in graph form which took the approach of how the staff is doing toward completion. A major challenge is that everyone has different goal dates of completion and some metrics cannot be measured yet due to the task. Valerie also mentioned the success and over attainment on some goals. For example, goal: six educational opportunities for staff/ industry/ board. FLVC has exceeded this goal by 1.2 %. FLVC uses Young Strategies, Inc Market Research Study as a guide and continues to be on target with metrics.

The board was pleased with the representation and completion of the metrics. Valerie indicated that these would be addressed again at the May Board of Directors meeting – as we prepare to establish future metrics, which we intend to align more with the strategic plan metrics.

David Lee presented occupancy and consumer metrics. He explained why the occupancy rate for the month of January in 2013 is 1.9% lower than 2012. A new hotel, Holiday Inn Express, opened in November 2012 adding more rooms to fill. Consumer touches, year-to-date was on par with previous years.

STRATEGIC PLAN – Valerie overviewed the strategic plan that was discussed at the January 16 Board Meeting which was held at the Manchester Town Hall. She reported that the staff had a retreat following the last meeting and developed a plan that articulates the corporation’s goals. Valerie explained that the strategic plan starts by introducing FLVC, followed by how FLVC developed the plan, and FLVC’s interaction with Young Strategies, Inc.

She recapped the strategic plan stating that FLVC has created an executive summary overview of ten key points of focus: 1) Value of Tourism 2) Key Markets 3) Trends affecting Travel Behavior 4) Communities 5) Tourism Products 6) Weaknesses in Tourism Products 7) Strengths 8) Weaknesses 9) Opportunities 10) Development Challenges. Valerie indicated that there are three main areas of the plan – woven throughout. One is the attention to **Visitors** – their needs and experiences. The second is our need to fill in the **VOIDS**. She used a chart within the plan to illustrate the occupancy levels between November and May vs. June through October. She illustrated if we were to close this gap with more business (November through May) that there was substantial potential financial benefit. **Vision** is the third area.

This is our destination management and development needs – and to identify a new vision for our area – making sure that we are maximizing our role as an economic development engine for Ontario County and the region. David Hutchings commented that Ontario County needs to be “Visitor Ready” and education is key. Valerie overviewed the structure of the plan – which establishes six goals with objectives under each. Additionally, the plan presented contained segment tactics and dates – with some detail to be further developed. Valerie asked the board for help or input on competitive benchmarks and reviewed the goals that are within the strategic plan. The board acknowledged how thorough the plan is. Russ noted that before the strategic plan is set in place, it must first be approved by the board.

ADJOURN – Russ Kenyon thanked Dan Marshall again for hosting the February meeting, and the meeting was adjourned at 9:53 a.m.

Minutes submitted by Holly Chaapel.

Next meeting:

March 20, 2013

Farmington Town Hall, Farmington, NY

8:00 a.m. - 10:00 a.m.