

Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors Meeting, Thursday, May 16, 2013 8:00 a.m.
Geneva Town Hall, Geneva, NY

PRESENT

Carl Carlson
Mike Kauffman
Dick Maltman
David Linger
Frank Riccio
David Hutchings
Dan Fuller
Mary Luckern
Lisa Fitzgerald

EXCUSED

Bob Bennett
Lois Kozlowski
Russ Kenyon
Jessica Bacher
Suzanne Farley
Mike Roeder
John Brahm

ABSENT

Alexa Gifford

STAFF

Valerie Knoblauch
David Lee
Holly Chaapel

Guest

Mary Ann Bell – Honorary Board Member

WELCOME – Mike Kauffman, 1st Vice Chairperson, called the meeting to order at 8:07 am initiating self-introductions and welcoming Mary Ann Bell. Supervisor Mary Luckern welcomed everyone to the Town of Geneva. Mike Kauffman asked David Linger to speak about downtown Geneva and its latest developments. David spoke about his and his partner's development and rehabilitation of downtown buildings while preserving the historic character.

CORRESPONDENCE NOTEBOOK- Holly Chaapel, Executive Assistant to the President, passed around the correspondence notebook. Holly mentioned key highlights, specifically Mary Luckern's honor as Geneva Citizen of the Year. Valerie recapped the New York State Travel and Vacation Association (NYSTVA) conference and that FLVC received the 2013 Tourism Excellence Award for Cultural Heritage for the Food Revolution program.

OFFICIAL BUSINESS- Dan Fuller moved to **approve the minutes of the March 27, 2013 Board of Directors meeting**. David Hutchings seconded, and the motion was passed unanimously.

Valerie presented the financial reports, noting that we were over budget in the month of March due to the Food Revolution, however it balances out YTD as we are under budget by \$70,717.43 YTD. There were no questions from the board. Dick Maltman moved to **accept the March, April, & YTD financial reports**. Frank Riccio seconded, and the motion passed unanimously.

Mike Kauffman read aloud a resolution of commendation for Mary Luckern who had received the 2013 Citizen of the Year award from the Geneva Chamber of Commerce. There was a round of applause from the Board of Directors to congratulate Mary. Mary thanked everyone and noted that she enjoys what she does. Dan Fuller moved **the Resolution of Commendation - Mary Luckern**. Carl Carlson seconded, and the motion was passed unanimously. See resolution attached.

Valerie followed up with the board about the status of the mortgage payoff. The mortgage is paid off entirely but the discharge papers cannot be issued since we have a standing line of credit for \$75,000 until 2048. Valerie reviewed the options provided by board member Russ Kenyon. The board agreed to leave the line of credit as is and made note that the discharge papers are being held at Five Star Bank.

BY-LAWS COMMITTEE REPORT- Valerie Knoblauch informed the board that she had spoken with Mitch Donovan, President of Victor Chamber of Commerce, regarding ex-officio positions on the board. Mitch is willing to join – and is agreeable to an orientation meeting prior to attending his first meeting. Valerie asked the board for a reactivation of a nominating committee to appoint individuals as ex-officio directors. Mike Kauffman and Lisa Fitzgerald volunteered to be on the committee.

CHAMBER REPORT- David Linger spoke on behalf of Elizabeth Winter informing the board that the Geneva Chamber has moved to a new location within the Business Improvement District (BID) office. Both work collaboratively and continue to be big boosters for the community.

CHAIRPERSON'S REPORT- Valerie Knoblauch reminded the board of directors that it is time for self-evaluations. Valerie asked the board members to fill out the evaluation and submit to Holly Chaapel, Executive Assistant to the President. This will be completed and compiled by the July meeting – and posted to PARIS.

Valerie Knoblauch displayed the Board of Directors goal/metric chart and explained that the staff has done very well in accomplishing them. There were two goals that were not met at a specific time period; however, since the last Board of Directors meeting, those goals have been met. Valerie opened it up to the board to ask questions. Valerie demonstrated the Employee Performance Review from Young Strategies, Inc. to help tie the staff performance to the strategic plan initiatives. The review tool took job descriptions and the strategic plan to design a plan for meeting the goals. Valerie asked the board if FLVC is moving in the right direction with their goals and would like to close out the 2012-2013 metrics and begin the 2013-2014 goals. All in attendance favored to close out the 2012-2013 goals and to move forward with the new goals. Board goals will be higher level “30,000 foot view” for growth, such as occupancy off-season, friend-building, and fiscal performance.

PRESIDENT'S REPORT- Valerie Knoblauch asked Dan Fuller to speak about the Governor's Tourism Summit. Valerie also attended the Tourism Summit; she was invited to sit at the “U” table with the Governor. Dan reported that the Governor addressed the tourism industry across the entire state of New York. Governor Cuomo touched on three key concepts related to tourism 1) What to do and what not to do in relation to tourism within the state of New York 2) Break down county barriers and have cross-region and cross-county collaboration 3) Develop new markets such as sport events, and get those visitors to travel upstate. The Governor also announced a highly competitive grant for marketing across the state in the amount of \$10 million. Kenneth Adams declared that \$60 million will be used for tourism funding which is the most ever in history. \$30 million of these funds were related to recovery from Hurricane Sandy. Valerie asked board members to advocate for the tourism industry and to reiterate the message. We can help influence this but we have to be present and engaged.

MARKETING REPORT - David Lee discussed the **Frontline FAM** tour being held on June 3rd and 4th. The first day is instruction and the second day is the experience trip, traveling throughout the county.

Valerie informed the board that our summer version of the **2013 Travel Guide** is being distributed countywide, within a 5 hour driving radius, to information centers, and 21 cases to be dispersed at the Finger Lakes Tourism Alliance literature exchange. Our exchange is Wednesday, May 29 at Roseland Waterpark from 3:00-5:00 pm.

Valerie mentioned that Ontario County has a lot of PR around **golf** right now. A very creative package constructed by David Lee, Mike Roeder, and Bob Bennett, has given the marketing team much fodder for publicity. Nearly half dozen golf writers are coming to the area and the **PGA** will have 40 hours of national television coverage. Mike Kauffman asked if any Ontario County hotels are catching influence of the PGA to be held in early August. Room rates are up and occupancy is nearly full.

STRATEGIC PLAN – Valerie overviewed the competitive sets in the strategic plan. The next activity will relate to the **competitive sets** that we should verify for inclusion in our strategic plan. David Linger noted that our focus as a county is different than the focus of one community, and we cannot compare a county with a single community such as Cooperstown. David Hutchings agreed, however he mentioned that Cooperstown is beautiful and we can take that concept to beautify our county and relay this to the respective cities. It was noted that Valerie intends to site visit each competitive set community and will invite board members and/or staff with her to see and compare after she has developed a visitation model. A standard tool will be used to note differences and similarities, opportunities and strengths. The board agreed that it is worth investing resources into these visits.

OLD BUSINESS- Valerie posed the question to the board - Do we want to take a position (or not) on hydrofracking? Valerie explained to the board that Ontario County currently has a resolution that does not permit hydrofracking on county owned land. She reviewed a document that showed how different communities had taken action on the issue. Lisa Fitzgerald expressed concern over hydrofracking and says that it has a huge impact on tourism. David Linger believes that hydrofracking is very diverse and outside of our court. Dan Fuller stated that if hydrofracking impacts tourism, then a position definitely should be made. David Hutchings said that if we take a position it should be mission-driven. Valerie indicated that a committee may want to look at whether we want to take a position. She will prepare a document for the group to review at the next meeting.

NEW BUSINESS – None being heard. A reminder that the next meeting would be in the Town of East Bloomfield with Supervisor Dodie Huber. Valerie will invite representatives of the A.W.A. Communications Museum to overview their plans for the museum at their new location in Bloomfield. The meeting will be July 24, 2013 at Veterans Park, Bloomfield, NY.

ADJOURN – Dick Maltman made a motion to adjourn the meeting, seconded by David Linger, and the meeting was adjourned at 10:00 a.m.

Minutes submitted by Holly Chaapel.

RESOLUTION OF COMMENDATION MARY LUCKERN

WHEREAS, Mary Luckern, Supervisor for the Town of Geneva, Geneva, NY, has served on the Board of Directors of the Ontario County Four Seasons Local Development Corporation since January 1998; and

WHEREAS, Mary Luckern has devoted both her time and her expertise in the guidance of the Ontario County Four Seasons Local Development Corporation in its mission to create visitorship and economic vitality by marketing and developing the assets of Ontario County as a premier leisure and meetings destinations; and

WHEREAS, Mary Luckern has been recognized by the Geneva Chamber of Commerce as Geneva 2013 Citizen of the Year and

WHEREAS, the Board of Directors of the Ontario County Four Seasons Local Development appreciate this recognition and achievement, and recognizes the valuable contributions Mary Luckern has made to the growth of the tourism industry for Ontario County; now, therefore, be it

RESOLVED, That the members of the Ontario County Four Seasons Local Development Corporation express their gratitude to Mary Luckern for the loyal and faithful performance of her duties and extends their hearty congratulations to Mary Luckern.