

Finger Lakes Visitors Connection, Ontario County, New York  
Board of Directors Meeting Wednesday, October 19, 2011 8:00 a.m.  
Cobtree Vacation Rental Resort, Geneva

**PRESENT**

Jessica Bacher  
Bob Bennett  
Russ Kenyon  
Lois Kozlowski  
Dick Maltman  
Mike Kauffman

Carl Carlson  
Mike Roeder  
Chris Iversen  
Lisa Fitzgerald  
Mary Luckern

**EXCUSED**

John Brahm  
Suzanne Farley  
Dan Fuller  
Alexa Gifford  
Frank Riccio

**STAFF**

Valerie Knoblauch  
Sue Schmidt  
Rebecca Donovan  
David Lee

**EX-OFFICIO**

Alison Grems, Canandaigua Chamber  
Spike Herzig, Geneva Chamber

**WELCOME** – Mike Roeder called the meeting to order at 8:45 a.m.

**CORRESPONDENCE NOTEBOOK** – Rebecca Donovan passed the Correspondence Notebook. Items of note include a letter from Valerie Knoblauch to the board about staff reward experiences, and articles about the Geneva benefit district. Valerie gave an overview of the Geneva benefit district, which imposes a fee for transportation services, and the reaction from the business community. Spike Herzig noted that Geneva is only the 4<sup>th</sup> municipality in the country to attempt this.

**EDUCATIONAL PROGRAM** – Top Product Development: A Status Report

Prompted by a request from Chris Iversen, Valerie prepared a “report card” on the Top Product Development list, indicating what has changed since the list was created in 2006. Valerie asked the board to consider whether we should reposition our role, i.e. whether the list should represent identified needs or projects that we should actively pursue. Russ Kenyon suggested that our role continue to be identification of need, and that our improved relationship with the Ontario County IDA positions us as a resource for that information. Discussion of the list and the “report card” ensued with a particular interest in visitor services and hospitality training.

**OFFICIAL BUSINESS** – Lois Kozlowski moved to **approve the Minutes of the September 14, 2011 Board of Directors meeting**. Bob Bennett seconded and the motion was passed unanimously.

Valerie Knoblauch presented the financial reports, noting that we are where we expected to be. Valerie discussed some of the variances and invited questions. Mike Kauffman moved to **accept the September and year-to-date financial reports**. Jessica Bacher seconded and the motion was passed unanimously.

**COMMITTEE REPORTS** – Lisa Fitzgerald reported for the Nominating Committee, which met to discuss a replacement for Chris Iversen, and possibly to fill the vacant board position. Valerie Knoblauch will be contacting potential candidates at the request of the committee and verify their interest and experience in tourism.

**CHAMBER REPORTS** – Alison Grems reported that the City of Canandaigua had bids ranging from \$550,000 to \$1 million for the Main Street landscaping project, and that the City will be submitting a Consolidated Funding Application for grant money. The Canandaigua Chamber is busy with fall visitors, and is currently collecting Athena nominations.

**CHAMBER REPORTS**, Continued.

Spike Herzig reported that the Geneva Chamber's tourism council is working on their marketing plan and hopes to get input from FLVC. The City of Geneva has expressed its goals to coordinate, consolidate and cooperate in economic development for tourism, and has included money in their budget for tourism. The Chamber has put together a 1-day agriculture tour for groups, including Red Jacket Orchards, wineries and a dairy farm. The Chamber hopes to have a new president in place by the end of December.

**MARKETING REPORT** – Valerie reported that we are promoting “Christmas On Us” again for 2011, with a flyer listing all of the participating hotels, and customized flyers for each to hotel to use in their own ways. David Lee attended the Toronto Ski and Snowboard Show in October with representatives of Bristol Mountain. We “winterized” our show display for that show, and plan Spring photo panels for golf and camping. The display was set up at the board meeting for board members to see.

Valerie displayed the board metrics report, noting that website hits are up, as well as consumer touches. Valerie reported that AJ Shear submitted B-roll on the Canandaigua Lady to the Today Show, and Jessica Bacher noted that the Finger Lakes was highlighted in an article in the *New York Times*.

**OLD BUSINESS** – Valerie met with Cindy Kimble and Gene Pierce regarding the Finger Lakes Tourism Alliance's board of directors. Valerie reported no further activity regarding casino gaming.

**PRESIDENT'S REPORT** - Valerie noted that the amount of Matching Funds from I Love New York has been reduced, and that she continues to budget for no Matching Funds in 2011-2012 because of the uncertainty. The Finger Lakes Region Economic Development Council will hold three open houses in the coming week in Batavia, Rochester and Geneva. Valerie encouraged board members to attend the open houses and make tourism's presence known to the other workgroups.

**NEW BUSINESS** – Valerie reminded the board that Gorham Supervisor Dick Calabrese will be retiring this fall. Lois Kozlowski moved the following **resolution commending Supervisor Calabrese**. Seconded by Dick Maltman and passed unanimously.

*Whereas Supervisor Richard Calabrese representing the Town of Gorham will be ending his public service as Supervisor of the Town, and  
Whereas, upon his retirement, the members of the Ontario County Four Seasons Local Development, Corp. (Finger Lakes Visitors Connection) Board of Directors paused to reflect on his commitment and contributions to the tourism industry and our organization, and  
Whereas, our tourism board recognizes that Supervisor Calabrese has been a steadfast supporter and communicator of our industry and its economic benefits and cultural contributions to Ontario County and its towns, and  
Whereas, Mr. Calabrese has been an active member of the Planning and Research Committee to which this board reports and therefore has consistent interactions with the board and staff, now therefore,  
Be it Resolved, that the Board of Finger Lakes Visitors Connection does hereby express its heartfelt appreciation and respect for Mr. Calabrese's commitment to our industry, and  
Be it Further Resolved, that the Board extends to Mr. Calabrese their best wishes for an enjoyable retirement.*

**ADJOURN** – Mike Roeder adjourned the meeting at 9:30 a.m.

**Next meeting:** November 16, 2011 8:00 a.m.  
Finger Lakes Gallery and Frame, Canandaigua