

**Finger Lakes Visitors Connection, Ontario County, New York
Board of Directors, Wednesday, April 13, 2016 8:00 am
Ontario County Municipal Building, Canandaigua, New York**

PRESENT

Mike Roeder
Mike Kauffman
Russ Kenyon
Bob Bennett
David Hutchings
Audrey Carrier
Frank Riccio
Alexa Gifford
John Brahm
Carl Carlson
Dan Fuller

EXCUSED

Jessica Bacher
Suzanne Farley
Dick Maltman

STAFF

Valerie Knoblauch
Karen Miltner
David Lee
Jake Banas

ABSENT

David Linger
Lisa Fitzgerald

EX-OFFICIO

Mitch Donovan, Victor Chamber
John Hicks, Geneva Chamber

Welcome

Mike Roeder called the meeting to order at 8:00 am.

Executive Committee – Executive Session

Mike asked for a motion to recess into executive session for the purposes of personnel discussion. Motion was made by Mike Kauffman and seconded by Bob Bennett. All voted in favor of the motion. Staff members left the room.

Call to Order

The board emerged from Executive Session at 8:20 a.m. Mike Roeder called the meeting back to order, staff members returned, and Mitch Donovan had joined the meeting.

John Brahm made a motion *to enter into a Human Resources Director contract with HR One Consulting Services for a period of one year at a cost of up to \$6,500 plus travel expenses.* The motion was seconded by Russ Kenyon. All presented voted in favor and the motion passed.

CHAMBER REPORTS

Mitch Donovan gave an update on what's happening in Victor: Pinnacle Athletic Center is holding its grand opening April 16. There is a Craft Beverage Festival June 16.

John Hicks reported that the Geneva Area Chamber of Commerce is experiencing a growth in membership. He noted our partnership in working on the kiosk at the lakefront.

PRESIDENT'S REPORT AND MARKETING REPORT

As clarification of expenses in the financial reports, Mike asked Valerie to move the marketing presentations to this portion of the agenda.

A new visitors guide is in the works and will be delivered in mid-May. It is budgeted at \$50,000. It will integrate with the website and our social/digital presence and incorporate the elements of our new brand.

Valerie and David Lee gave an update on FLVC's new website project with Simpleview. FLVC is currently under budget until the site launches when the fees (software as a service) start. Key dates are April 13, the email marketing platform and CRM (Customer Relationship Management) tool – commonly known as “the back-end” – kick off; May 4 is the soft launch for VisitFingerLakes.com.

Valerie shared that she is working with Dixon Schwabl to create a master, strategic marketing plan which will be executed by the newly formatted marketing team and selected vendors. This will include cooperative partnership program, proprietary program development, and content calendar with deliverables. It will serve as an excellent guide for our marketing team. At the next board meeting on May 11 we will share with the board and potentially an industry event.

Legacy Awards are planned for May 5 at Ganondagan State Historic Site – the new Seneca Art & Culture Center.

OFFICIAL BUSINESS

Mike Roeder asked for a motion to move the consensus agenda items.

David Hutchings made the motion to approve the minutes of the March 16 Board of Directors Meeting, and accept the March Financial Profit and Loss Statement and the Balance Sheets as of 3/31/16. Russ Kenyon seconded the motion. All present voted in favor.

Nominating Committee – reported by David Hutchings

David reported that although the committee had not met and did not have any formal recommendations, they were beginning to work on the slate of officers and vacancies which would occur in October for the meeting. He mentioned three specific names that could be board members. We will be looking for at least one hotelier. He is also working on the one year ex-officio positions, indicating that Valerie had reached out to FLCC with regard to Barb Risser's replacement, upon her retirement later this year. Feedback is welcomed.

Governance Committee – reported by Bob Bennett

The policy on Document Retention and Destruction, reviewed by the board at the last meeting has not yet been reviewed by the Ontario County officials as requested. This should be on the agenda for the next meeting, leaving a little more time for the right public official to look this over. Next on the policy committee agenda for review are the Joint Venture Policy and the Chief Executive Officer Continuation Policy.

Strategic Planning Committee – reported by Mike Kauffman

Gateway Presence. At the last board meeting, Valerie indicated that she would have a draft proposal for this meeting with regard to our Gateway Presence. She also reminded the board that we have a request from the City of Geneva for \$60,000 for gateway services in that community.

In trying to tie to Destination 2020, she noted that she feels that the board needs to philosophically commit to what level of funding they feel should be allocated between visitor services and marketing outreach. Valerie provided further information that she'd consulted on what the average amount of a budget dedicated to Visitor Services vs. Marketing in other destinations; 8-10% of the budget is common. After discussion, the board agreed that this would be a good target. Additionally, the board established that the priority is where the visitors "go first" – such as the mini-hubs (hotels, etc.) – and a focus on the three primary gateways: Victor, Canandaigua, and Geneva. Naples is important as a southern gateway. Valerie asked for further board member input and a subcommittee to make it more efficient. John Hicks volunteered to be on this. Other regular board members are sought as well.

Shared Economy Lodging and Occupancy Tax and Zoning. Valerie presented a Powerpoint addressing the many issues of the Shared Economy. She outlined the Air Bnb and Uber scenarios, discussed the implications on our county tourism product and marketing. She indicated that a major issue that she was hearing about from impacted entities is one of equity – particularly in the issue of the number of rooms taxed. At the end of the discussion, the board asked Valerie to keep them apprised and to pinpoint specific areas that she will need policy decisions on. A subcommittee may need to be in place to help with this, depending on feedback that Valerie gets from Ontario County.

Marketing Report

The Finger Lakes Visitors Connection literature exchange is May 24th at 1:00 p.m. at Cheshire Creamery on Parrish Street in Canandaigua.

Old Business

There was no additional Old Business brought before the board.

New Business

There was no New Business brought before the board.

Adjourn

Frank Riccio made a motion to adjourn the meeting, seconded by Alexa Gifford. All present voted in favor of the motion. Mike Roeder adjourned the meeting at 9:45 a.m.

Next Meeting –

Wednesday, May 11. Place to be announced based on presentation plans for the new website.

Minutes submitted by Karen Miltner.

Page 3– April 13, 2016

Page 15 – FYE 2016