

**A Finger Lakes Visitors Connection, Ontario County, NY
Board of Directors Annual Meeting – Wednesday, October 4, 2017 – 8:30 a.m.
The Inn on the Lake, Canandaigua, NY 14424**

PRESENT

Dan Fuller
Mike Roeder
Russ Kenyon
Bob Bennett
David Hutchings
Mike Kauffman
Frank Riccio
Alexa Gifford
Audrey Carrier
Meg Joseph
Carl Carlson
Dan Marshall
David Linger

EXCUSED

Donna Yudin
Suzanne Farley
Steve McGuire
John Brahm

STAFF

Valerie Knoblauch
Christen Smith
Jake Banas

ABSENT

EX-OFFICIO

Lenore Friend, FLCC
Mitch Donovan, Victor Chamber of
Commerce

WELCOME – Mike Kauffman called the meeting to order at 8:32 am. He welcomed new team member Christen Smith, who was standing in for Carol as the secretary for the board today.

Nominating Committee Report – Audrey Carrier, on behalf of the nominating committee *made a motion to renew for three year terms to expire in 2020, these board members: Suzanne Farley, John Brahm, Mike Roeder, David Hutchings, and Bob Bennett.*

The motion was seconded by David Hutchings; all present voted in favor of the motion.

Audrey Carrier made a second motion to elect the 2017/2018 officers. *On behalf of the committee, she cast a ballot for: Mike Kauffman, President; Bob Bennett, Vice President; David Hutchings, Secretary; Frank Riccio Treasurer. This nomination was seconded by Russ Kenyon.* All present voted in favor.

Dan Marshall took the floor in recognition of one person, Dan Fuller, who was not seeking another term on the board at this time. Dan Marshall noted that he has known Dan Fuller for many years and it is his pleasure to offer a resolution of appreciation from our Board to forward to the Ontario County Board of Supervisors. Dan Marshall said that Dan Fuller was an incredible asset to Ontario County. He then read the resolution which noted Dan Fuller's 33 years of service as an original appointee, former chairperson of the board, and profile across the New York State tourism industry. *The Board adopted this resolution through a round of applause for Dan Fuller's service to our board.*

Dan Fuller commented to the board, thanking them for the recognition and sharing that he felt that it would be difficult for anyone to “top this area” and all the things we have to promote. We have some of the top assets in the region and in New York State and it has been his honor to be part of the team that is promoting them and gaining recognition for the tourism industry here.

Board Meeting Schedule - Mike Kauffman asked everyone to direct their attention to the screen and he initiated a discussion about two meeting schedules to choose from for 2018. One schedule was traditional, a second schedule involved fewer official meetings with additional interspersed educational sessions. Discussion ensued with board members favoring a blend of the two and asking Valerie to develop a blended calendar, using the dates noted here. Mike asked for approval of the Calendar of Board Meetings as modified. *Bob Bennett made a motion to adopt the calendar of board meetings as modified. This motion was seconded by David Linger.* All present voted in favor of the motion.

Committees – Mike presented the 2018 Committee appointments and commented that this year there was an effort to change your committee assignments so that you could have some new exposure to the different operations of the organization. Various people volunteered to be on different committees and the list was finalized. *There was a motion from Russ Kenyon to adopt the Chairperson’s recommended committee list for 2018. This motion was seconded by Mike Roeder.* All present voted in favor of the motion. Mitch Donovan entered at this time.

Audit/Finance Committee - Frank, on behalf of the committee made a motion to adopt the **2018 Budget**. Valerie overviewed the adjustments that she had made to create a balanced budget for 2018; more specifically, she noted the need to upgrade the server (covered in the technology line); adjustments to the payroll numbers given the recent changes made with the compensation packages; consideration for actual expenditures in 2017; and new projects, such as the Gateway Project and the potential Arts and Cultural Foundation project. Some of this could require access to our operating reserve fund. There was an extended discussion about the policy of the Emergency Operating Reserve and the parameters for tapping it. Valerie did not have access to one drive for the amounts. After a brief discussion to provide input to Valerie for further changes, *Russ Kenyon made the motion to table approval of the budget until a future meeting with changes being made to reflect the proper amounts which can be drawn from the reserve accounts. Dan Marshall seconded the motion and all present voted in favor.*

Frank Riccio moved the following items from the Finance committee agenda.

- a. *To enter into a contract with Ontario County for the Calendar Year 2017 in the amount of \$1,010,016.13.*
- b. *Authorizing the President and CEO to apply for New York State Matching Funds and other grants to achieve the revenue goals and program commitments as set forth in the budget for 2018*
- c. *To accept the credit card update as provided*
- d. *To accept the September 30, 2017 Balance Sheet as provided.*

Gateway Proposals. Mike Kauffman asked for board members to volunteer to work on an ad-hoc task force to review the Gateway Project Proposals. The meeting would be at 12:00 noon on October 12. The following board members volunteered to review the proposals and participate, after declaring that they had no conflict of interest: Alexa Gifford, Dan Marshall, Audrey Carrier, Meg Joseph, Frank Riccio, David Linger, David Hutchings, Carl Carlson. Valerie will provide the information to the board members for their review in advance. She will also notify the committee of the specifics for the meeting locale.

Official Business

Frank Riccio requested a motion for the following:

Confirmation of Depositories

- a. *Canandaigua National Bank – Checking*
- b. *Canandaigua National Bank – Savings*
- c. *Canandaigua National Bank – NYS Matching Funds*
- d. *Five Star Bank – Multi-County Cooperative Account*
- e. *Community Bank – Emergency Operating Reserve Account*
- f. *Lyons National Bank – Capital and Fixed Assets Account*
- g. *Citibank Credit Card*
- h. *Line of Credit – Five Star Bank - \$75,000 revolving*

Confirmation of Official Media Outlets

- a. *Daily Messenger, Finger Lakes Times*
- b. *PAAA postings on visitfingerlakes.com*

Carl Carlson made the motion and the motion was seconded by David Linger. All present voted in favor of the motion and it carried.

Old Business – No old business was brought before the board.

New Business – Mike Kauffman indicated that he was looking forward to the New Year and the board remaining focused on the strategic plan, which is an excellent guide for us. He recognized that the occupancy tax legislation, the Air B and B issue, other changes in our industry would help shape our future.

David Hutchings inquired if we could bring Berkeley Young in to provide an interim assessment of our strategic plan. Valerie will inquire about his schedule and confirm if possible.

Adjourn – *Frank Riccio made a motion to adjourn the 2017 Annual Meeting, seconded by David Linger, and the meeting was adjourned at 9:00 a.m.*

Minutes submitted by Christen Smith