

**Finger Lakes Visitors Connection, Ontario County, New York
Annual Meeting of the Board of Directors, Thursday, October 29, 2015 8:00 am
Ontario County Municipal Building, Canandaigua, New York**

PRESENT

Mike Roeder
Bob Bennett
David Hutchings
Suzanne Farley
Mike Kauffman
Audrey Carrier
Dan Fuller
Frank Riccio
Dick Maltman
John Brahm
Carl Carlson
David Linger
Russ Kenyon

EXCUSED

Lisa Fitzgerald
John Cowley
Alexa Gifford
Jessica Bacher

GUESTS

Jason Fulton, Geneva Ramada

EX-OFFICIO

Alison Grems, Canandaigua Chamber
Mitch Donovan, Victor Chamber

STAFF

Valerie Knoblauch
Carol Hicks
Sue Schmidt
David Lee
Karen Miltner
Jake Banas

WELCOME – Mike Roeder called the meeting to order at 8:02 am. Mike welcomed back Carl Carlson. Mike expressed condolences on behalf of the Board to David Linger on the loss of his son. He welcomed board member-elect Jason Fulton and requested everyone to introduce themselves around the room.

Valerie reminded the board that all the motions and their back-up material had been shared on OneDrive. This is the first meeting that we are using the consensus agenda approach, so she will help Mike Roeder lead the agenda with this approach.

Nominating Committee Report – Suzanne made following motions on behalf of the nominating committee:

To renew the terms of the following board members with terms to expire on 9/30/2018: Mike Kaufman, Alexa Gifford, Carl Carlson, David Linger, John Brahm.

To accept the resignation of Jessica Bacher, effective 12/31/15, with regret and our best wishes.

To nominate Jason Fulton, General Manager, Ramada Inn, Geneva to fill the unexpired term of Jessica Bacher, effective 1/1/16 and to expire on 9/30/2016.

To cast a single ballot on behalf of the nominating committee for 2016 Slate of Officers: Mike Roeder, Chair; Mike Kauffman, 1st Vice Chair; Bob Bennett, 2nd Vice Chair; David Hutchings, Secretary; Frank Riccio, Treasurer. The executive committee also includes Russ Kenyon as immediate past chair.

The motions were seconded by Dan Fuller and all present voted in favor.

Audit/Finance Committee – Frank Riccio

Frank reported that the Audit/Finance Committee had met with the auditors and reviewed the upcoming process for the audit. He made the following motions on behalf of the committee:

To approve Mengel Metzger Barr, LLP as the auditors for 2016 and 2017.

To accept the 2016 Budget as presented to Ontario County in the amount of \$1,185,000.

To enter into a contract with Ontario County for the calendar year 2016 for the amount of \$989,774.

Authorizing the President to apply for New York State Matching Funds and other grants to achieve the revenue goals as set forth in the budget for 2016.

To open a small business money market account at Lyons National Bank by transferring \$125,000 from Canandaigua National Bank. Lyons National Bank account will be named the Capital Asset and Fixed Asset Reserve Account. The motions were seconded by Suzanne Farley.

Dick Maltman, another member of the Audit Committee, addressed the need and the recommendation for the new bank account. This ties in with the policy changes as well. Valerie reviewed the policy changes so that the purposes of the reserve are clearly stated. One purpose is emergency operating reserves as in the current policy. This has a specific target dollar to reach and is noted at the bottom of the policy. This account is at Community Bank. Additionally, the auditors are recommending that such assets as the new website be capitalized and in recognition of the fiscal responsibilities we have towards 25 Gorham Street, it is recommended that a reserve account be established specifically for capital and fixed assets. The recommendation is to open this at Lyons National Bank in the amount of \$125,000. The initial funding is from our operating account. Also, we would achieve a secondary goal of maintaining all of our cash accounts under the FDIC limit of \$250,000.

Questions were addressed as to whether or not the reserves would tie the hands of future boards. It was noted that the last line of the policy states that the Board may change this at any time. The question was called by Mike Roeder. *All present voted in favor of the motion and it carried.*

Governance Committee – Bob Bennett

Bob Bennett presented a *motion in conjunction with the Audit and Finance Committee to approve the renaming and changes to the Reserve Policy as presented.* Dick Maltman seconded the motion. All present voted in favor of the motion and it carried.

Mike commented on all that had occurred in the last year, particularly with regard to personnel and practices for finances and accounting; also within the county personnel (new administrator, deputy administrator and Executive Assistant). He also made note of the staff's desire to stay ahead with technology and maximize these tools for marketing. He noted that the strategic planning process will be helpful as we set future goals and activities.

Chairperson Report – Mike Roeder

Reflections on Past Year/New Year from the Chair.

Mike discussed the appointment of board members to committees. He provided the draft list and noted that if board members wish to be placed on different committees, please let him or Valerie know. Mike asked for approval of the Calendar of Board Meetings – FYE 2016 and approval of his committee list.

A motion was made by Russ Kenyon and seconded by Carl Carlson to adopt the calendar of board meetings and to approve the recommended committee appointments. All present voted in favor of the motion.

Strategic Planning Committee – Mike Kauffman

Mike talked about the strategic planning sponsored presentation with Young Strategies on November 16. He requested that as many board members as possible attend the meeting.

Annual Official Business – Frank Riccio

Russ Kenyon made a motion to approve the depositories as listed with no bank to exceed a level greater than \$250,000, the FDIC limit.

- 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 – Small Business Money Market Account – Capital and Asset Reserve*
- g. Citibank Credit Card*
- h. Line of Credit – Five Star Bank - \$75,000 revolving*

Russ Kenyon made a motion to approve these media outlets as our official media outlets: Daily Messenger, Finger Lakes Times and www.visitfingerlakes.com for PAAA and other such information. The motions were seconded by David Linger, voted on and carried unanimously.

President's Report

Posted on OneDrive

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

New Business – No new business was brought before the board.

Adjourn – Russ Kenyon made a motion to adjourn the 2015 Annual Meeting, seconded by Dick Maltman, and the meeting was adjourned at 8:32 a.m.

Minutes submitted by Carol Hicks