



**Visitor Industry Council
Meeting Agenda
Nazareth College Arts Center
Tuesday, April 15, 2008
8:30a.m. - 10:00a.m.**

visit **R**ochester

I. Welcome

- a. **Ms. Donna DeFord, VIC Chairperson-** Welcomed everyone, introduced Daan Braveman and thanked him for hosting us.
- b. **Mr. Daan Braveman, President, Nazareth College-** Thanked everyone for coming, renovations are about to begin on the Art Center. The renovations will include a new stage, seating for a thousand, new HVAC, a spring floor, and new wing space. There will also be a 2000 square foot art gallery with a patron's lounge. Completion is scheduled for December with a gala opening in February. The goal is to attract people throughout the region and turn Rochester into a destination place for art and culture.

II. Introductions

III. Guest Speaker Presentation- Ms. Lindsay Reading Korth- Director, Nazareth Arts Center

Falsettos will be performed April 11, 12, 17, 18, 19, 20. Nazareth College Arts Studio Theater 48. Ms. Korth said that the renovations will be good for their growing curriculum – soon to include a dance major and it will help train technical theater majors as well. The new renovation sets the stage for the Summer Dance Festival of 2009. It will eventually be a four week season. The mission is to promote dance, to show audiences the finest dance performances, and to be a center of creation. The four components of the Festival are: one or more open air stages, performances by companies in residence, an immersion program for dance students, and recognizing important regional companies.

IV. VIC Projects and Task Forces Updates- Chairs and Staff Liaisons

Nancy Sweazy, Residence Inn, Chair for Reconnect in Rochester – we are encouraging existing visitors to return to Rochester with friends and family. We want to come up with some collateral to distribute at festivals. We want to pull something together by LPGA.

Michael Hardy, convention sales for VR, staff liaison for local contact cultivation committee –Cheryl Mantia is the chairperson. Want to invite those who are interested in cultivating local contacts, particularly the universities, corporations, and social or professional organizations that would be willing to be host to professional, social, fraternal type events in Rochester. April 24, 3:00-5:00 meeting at convention center, call Michael at 232-7200x1413 to get on the parking list. Main goal is to help with professional development for all of you who are in sales mode and would like to know how to prospect. They'll take the list of prospects and then cultivate events such as "Win with Rochester" and others. They will do trade shows, familiarization tours, and other site visits that would interest locals and get them excited to host people from out of town. They will meet every month until the fall to work on prospect lists.

Karen Dodson, Chair for Cross-market committee – This committee encompasses everything that all of the committees are doing and they're going to work in conjunction with I Love New York and the re-launch of the old ILNY logo. They're going to Toronto the week of June 9, making calls on tourism, media, convention people, businesses, and traveler tourism. ILNY has committed to working with us. Please commit to coming. The second part will be going to NYC with the same message the week of June 24. More information to come.

Joe DeMars, Carpe Diem Travel & Tours, chairperson for travel/trade/group tours sales squad- Goal is to identify exactly how people can benefit from the group tour market and educate them about why to invest in group tours and what that means for people coming into the Rochester area. How do we do this? Trade shows, site visits, familiarization tours, and sales missions. Dates will be announced soon.

V. VisitRochester Program Updates- VisitRochester Staff

Patti Donoghue- Greetings from Ed Hall, who was unable to make it this morning because of back problems. Governor's Conference on Tourism is May 14-16 at the Sagamore at Lake George. The new governor has taken 3 million out of the extra 4 million extra allotted for upstate, but we're still happy with what the folks at ILNY are doing with Rochester and Upstate NY. Rochester has always been involved in ILNY and that's one of the reasons now they have turned to us with their questions and to offer advice and guidance as they go along. She hopes for a good showing of people from Rochester at the Convention. If there's enough people, VR will rent a motor coach to take folks up and back. Annual meeting is being planned for the last week in June. We don't have final figures for 2007 but going with the benchmark figures from Tourism Economics, we will be over a \$900 million economic impact of tourism in Monroe County.

Matt Peglow on behalf of Tracy Armstrong- Director of Sales Meeting next Thursday April 24, 8:30 am at the convention center board room. Contact Eleanor or Tracy if you would like to attend and she will put you on the parking list. We just came back from two trade shows: the Springtime in the Park tradeshow in Washington D.C. put on by the American Society of Association Executives. We made a number of new contacts for potential business. We also just came back from the New England Meeting Industries Convention and Exposition in Boston. We hosted about 6 different groups this past month for site inspections for conventions – thank you to all who helped out. One or two of them have almost completed their contracts with us.

Colleen Kiser- Web 2.0 and Talkin' Rochester on the Web. Sue Edgett is our chairperson, so if you are interested, get in contact with myself or her. Announcement from the Communications department, our Spring/Summer Visitor Guide will most likely be out before the Lilac Festival, so look forward to that.

Amanda Norsen, Director of Member Care and Web Administration at VR- We recently sent a handout in the mail to make sure you are using your membership to its fullest. My contact info is on the flier. If you have questions about how to be as successful as you can with you membership, give me a call, we'll set up an appointment, I'll come out and meet with you. Also need location for December VIC meeting. Prefer 8:30 or 3:30 meetings, or don't care? 3:30 was preferred.

VI. Spotlight Presentation- Imagine RIT: Innovation and Creativity Festival- Mr. Barry Culhane, Executive Assistant to the President

Imagine 18 days from now, the RIT campus is going to be alive and filled with over 400 exhibits and activities. Everything from gaming to glass blowing. This is President

Destler's next step to move RIT to the next level and take this category one university to be the innovation university. Check out the website www.rit.edu/imagine. It is a good chance to bring people to Rochester and introduce RIT as it is today. President Destler's vision for Imagine RIT is to show some examples of things from the left brain and the right brain, from the arts and design to science, business, and technology. There will be all kinds of performances that day; there will be an unveiling of a couple of vehicles – a formula one car, a green vehicle that gets 800 miles a gallon and costs less than \$5000.

VII. Member Announcements

Name of Organization: George Eastman House
Date of Event: 4/27/08 at 3:00pm
Event/Information: Larry Towell Lecture: Join us for a lecture/performance by Larry Towell in conjunction with his show "Larry Towell: World from my Front Porch". The event is included with general admission.
For more information call: Jenna Chard at 271-3361

Name of Organization: Quality Inn Rochester Airport
Date of Event: April 16, 2008
Event/Information: Barge House Restaurant, a historical Erie Canal themed restaurant is finally opening their doors!
For more information call: Beth Iman at 464-8800

Name of Organization: Business & Leisure Connection
Date of Event:
Event/Information: Rochester Nights at the new Abbott's in Naples, FL were held on February 20 and March 24. They will also open in Ft. Meyer's and will have Rochester Nights at both locations in January-April next year.
For more information call: Angela Cerame at 467-8143

VIII. Adjournment

Save the Date!

May VIC Meeting

Tuesday, May 20, 2008
Memorial Art Gallery
3:00 p.m. - Registration
3: 30 p.m.- Meeting

June VIC Meeting

Tuesday, June 17, 2008
RIT- Gordon Field House
3:00 p.m. - Registration
3: 30 p.m.- Meeting

If you are interested in hosting the December 2008 VIC meeting or donating a door prize to be given away at a VIC meeting, please contact Amanda Norsen 585-279-8302.

****Remember to return your name badge to the registration area****

Steering Committee Representatives

The Steering Committee is a representation of the membership. They are here to communicate the needs of each business they represent and be able to "bring to the table" any comments or concerns members might have. As well as make decisions about VIC meetings, guest speakers, and educational seminars.

Chairperson

Donna DeFord, Memorial Art Gallery
585/276-8945

Vice Chairperson

Bill Gormont, Empire Magic/ Motivational Vision
585/227-9760

See & Do

Colleen Brown, Geva Theatre Center
585/232-1366

Second Position Open- if your organization is in this segment and you are interested in being a part of the steering committee contact a current rep

Community

Cindee Gray, Rochester Institute of Technology
585/475-4987

Sleep

Cheryl Mantia, Clarion Riverside Hotel
585/546-6400

Susan Goodwin, Homewood Suites
585/334-9150

Regional Representative

Michael Fults, Ramada Geneva Lakefront
315/789-0400 ext. 2602

Eat & Drink

Karen Heroux, Simply Crepes
585-314-6036

Shop

Karen Dodson, Waterloo Premium Outlets
315/539-1100

Services

Joe DeMars, Carpe Diem Travel
585/295-9393

Eric Van Camp, Enterprise Rent-A-Car
585/729-7122

2008 VIC Meeting Schedule

VIC Meeting Date	Time	Location
May 20, 2008	3:30 pm	Memorial Art Gallery
June 17, 2008	3:30 pm	Rochester Institute of Technology- Gordon Field House
July 15, 2008	8:30 am	George Eastman House
August 19, 2008	3:30 pm	Carey Lake Restaurant
September 16, 2008	3:30 pm	Triphammer Grill
October 21, 2008	8:30 am	Finger Lakes Scenic Railway- Victor
November 18, 2008	3:30 pm	Eros Restaurant
December 16, 2008	3:30 pm	Still Available!

Attendees:

Eileen Cash
Jeff Lennox
Steve Ouriel
Gail O'Connor
Bob Scott
Angela Farina-Cerame, CMP
Joe DeMars
Yvonne Graham
Catherine Yarger
Dave Goldman
Deb Stankevich
Jenna Chard
Barbara Morgenstern
Rachel Michalak
Lisa Burns
Donna DeFord
Shelli Fitzsimmons
Al Bauer
Lindsay Reading-Korth
Rachel DeGuzman
Beth Iman
Nancy Sweazy
Danielle Hayes
T.C. Pellett
Lisa Altman
Brian Martin
Katherine Clymer
Patti Donoghue
Michael Hardy
Colleen Kiser
Kelli O'Connor
Paula Savage
Karen Dodson

1820 Springdale Farm Bed & Breakfast
Archer Communications
Artisan Works
Bags Unlimited Inc
Bob Scott Productions, Inc.
Business & Leisure Connection
Carpe Diem Travel
DoubleTree Hotel Rochester
Downtown Information Center
Friends of Ganondagan
Genesee Country Inn
George Eastman House
Golfweek
Hyatt Regency Rochester
Livingston County Chamber of Commerce
Memorial Art Gallery
MNI
Monroe County Fair & Expo Center
Nazareth College Arts Center
Nazareth College Arts Center
Quality Inn Rochester Airport
Residence Inn by Marriott Rochester
RIT Inn & Conference Center
Seneca Park Zoo Soc
Technology Rentals of America
Triphammer Grille
VisitRochester
VisitRochester
VisitRochester
VisitRochester
VisitRochester
VisitRochester
VisitRochester
Waterloo Premier Outlets

First Time Attendees:

Mark Hartmann
Kathryn Hollinger
Lewis Stess
Barry Culhane
Thomas Warfield

Finger Lakes Gaming & Race Track
Genesee Valley Council on the Arts
Nazareth College
RIT
RIT/Peace Art