



**Visitor Industry Council
Meeting Minutes
Rochester Institute of Technology
Tuesday, June 17, 2008
3:30p.m- 5:00p.m.**



I. Welcome

- a. Ms. Donna DeFord, VIC Chairperson
- b. Ms. Cindee Gray and Mr. Luke Mekker, Rochester Institute of Technology
Cindee- Welcome. RIT has many new buildings and hosts many outside groups. If anyone is interested in hosting a group, please contact Cindee or Luke. Please join us for the May 2 Innovation Festival next year. Luke- Field house opened four years ago, 60,000 square foot surface, seats 800-6500 for various events such as concerts, comedians, open houses, career fairs, trade show setups, track meets, and graduations. Aquatic center is also attached to the field house. The student life center is 15-20 years old and is attached to the field house, and also included a 20,000 square foot fitness center. Please ask me any questions or come see me for a tour.

II. Introductions

- III. Guest Speaker Presentation-** Ms. Cindy Kimble, President, Finger Lakes Tourism Alliance FLTA is 88 years old, considered one of the oldest regional tourism agencies in the nation. Over 900,000 square miles in the Finger Lakes Region containing 11 official Finger Lakes and a Great Lake in the region. Upon joining FLTA, a restructuring had to take place. Committees were added so the public and private partners could contribute. FLTA has a 1.2 million dollar budget, 23% coming from ILNY matching funds, the rest of the balance coming from partners in the public and private sector. Finger Lakes and Lake Ontario Water Protection Agency (FLLOWPA) area uses \$2 million in grants. They help with water systems and septic systems, protecting the natural resources of the area. Strategic planning committee is working to divide short-term and long-term objectives using a methodology called SMART Goals: **S**tate Out Loud, **M**easureable, **A**ttainable, **R**elevant to your Mission, **T**ime-bound. FLTA is also going to re-tool and re-focus goals on marketing. Jeff Guttredge is the new Marketing Director. Smith Marketing Services out of Ithaca has been selected to meet FLTA's PR needs. There is a huge focus on e-marketing to better understand customers and better market the region to them. Dashboards provide a real-time analysis of what's going on in the tourism industry and allows us to react to the changes occurring. For example, the current gas prices are high and the marketing effort, "We're just a stone's throw away", was created to let people know how close we are. Return on Investment for being a member: programs like Institute- an educational opportunity for the region, the thruway visitor information center, one on one representation with the AAA offices across the region, quantity discounts for advertising, ways to save money, literature exchange, and many other things. FLTA is also in the process of developing tracking mechanisms. Economic impact of tourism in the Finger Lakes region, \$2.2 billion, sales tax collected saves every single property tax payer in the region \$387. The FLTA is up 17% in unique visitors to our website each year. Many members say FLTA is the number one source of referrals to their web pages. Please contact us if you have any questions.

IV. Canadian Marketing Program- Mr. Bob Scott, Bob Scott Productions

"The roads to Rochester are paved with prizes and surprises". There will be advertisements on Canadian radio stations and newspapers directing them to the VisitRochester website, where there will be an icon for Canadians only. This will encourage them to take advantage of your special offers. They will also have opportunities to win prizes, which has proved to be very popular in the Canadian market and will provide us with their contact information. The investment for non-profits is \$1500 and for profits is \$1995. This will put information in

consumer's hands, allow you to sell for now and later, it will give exposure on the web, links to your website, access to the database coming in, and being part of an aggressive promotion that should take you into the fall with extra business. If you are interested, email bobscott1@aol.com. You can access a video on the web about the promotion at www.newcustomersolutions.com/visit.

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

Karen Dodson- Cross Market Sales and Promotion Committee: Very successful event in Toronto, with representation from George Eastman House, Wilmorite, Eastview Mall, the Clarion Riverside Hotel, Strong National Museum of Play, Waterloo Premium Outlets, the Seaway Trail, and the VisitRochester staff. The display was very nice, there was nice representation of Canadian media and travel trade people in attendance. There were media and travel trade calls made on the way up and back and everyone was hungry for information. The next meeting is about the NY event, and will be held on July 1 at 3:30 and anyone interested in getting in touch with the media and receptive operators, please come to the meeting.

Michael Hardy and Cheryl Mantia- Local Contact Cultivation Committee: 32 more prospects cultivated to invite to local events, and become ambassadors for Rochester and the Finger Lakes. Cards being passed out to find out what groups we belong to and see if they would want to hold a meeting here. Fill them out and become eligible for a drawing today and in the July VIC. Take extra cards for more contacts and to make friends eligible. Next meeting July 17 at the Clarion.

Joe DeMars- Travel Trade Group Sales: Just had the Phone Blitz, got through to 88 accounts, let them know what is going on in Rochester and the Finger Lakes in 2008-2009. There is a lot of interest around this. If you are interested in being involved, contact Joe or Paula Savage, the staff liaison. July 7-10 Eastern Ontario and Canada Quebec Sales Mission, if interested contact Paula right away. In these calls, you let them know what we have to offer, and they remember you. July 14-16, Receptive Tour Companies sales calls. VisitRochester hosting Group Leader Marketplace for Snyder Tours July 22, to participate, \$50 per table, 100 people to participate, held at Nazareth College from 10-12. Forms in back to sign up. Last call for Student Experience Forms to be completed, to be included in Student Tours catalog. Pennsylvania Sales Mission August 4-6. Escape Maker seminar postponed until fall.

Eric VanCamp- Membership Development Task Force: Developed a new retention schedule, working on a prospective member packet. Next meeting July 8, 3:00 at Visit Rochester board room. Also working on new window decals with VisitRochester logo, to be out in the next couple of months.

VI. VisitRochester Program Updates- VisitRochester Staff

Greg Marshall- Congratulations to Donna, 6 months into leading the Visitor Industry Council, it's as healthy as it's ever been. Overall, a great job. Diane Raglan, past chair, had health problems, doing very well now. Jazz Festival and LPGA this week, please join, schedules up front. Dan Gunderson left ESDC with the new governor coming on, Thomas Ranese has led things, done a fabulous job, has all of the contacts here. If we lose him, it will be a big loss. Individually, you can come to the Annual Meeting July 24, please come or have a representative there to acknowledge Thomas. On another note, Colleen Kiser, Manager of PR, has left us for a great opportunity in Ohio, looking at how to fill her position. Also, we are looking for someone to become more involved in Look Who's Talking Rochester on the web; we would like to have Lisa Altman involved.

Amanda Norsen- Mobile Unit debut at the Annual Meeting. RSVP to Annual Meeting, you can fill out cards here.

Michael Hardy- June FAM starts tomorrow with 9 clients and guests. This year a number of NYS people attending. Rochester Boomtown Invitational August 15-19, looking for sponsors. Benefits RBTL. Looking for sports planners and state national and international meeting planners. Opportunities for different price level sponsors. Contact sales team if interested in sponsorships. Pier 45, formerly Turning Point, will be run by RRCC gives another asset to offer to meeting and event planners.

VII. Member Spotlight Presentation- Mr. Brian Martin, Manager, Triphammer Grill
Been around 15 years, over the past 10 years management has been together. Offer indoor seating for a casual fine dining experience and also offer a deck, holding up to 80 people, overlooking the gorge and High Falls. There is live music on the patio and inside: classical guitar and a piano player. There is also an upstairs facility that fits another 100 people for rehearsal dinners, weddings, birthday parties, bus tours, and many other events. Offer Finger Lakes wines and produce from local markets, grow own herbs on the decks. Perry building in High Falls coming up on completion, Parisan building to be built for commercial and residential, Mills at High Falls will be mostly living space, but some retail as well. Dinner and lunch menu available and information about High Falls businesses. Brian's business card for a free appetizer.

VIII. Member Announcements

- Livingston County Tourism presents the Geneseo Airshow, the "Greatest Show on Turf" featuring Third Strike Wing Walker Carol Pilon on July 12 & 13. For more information, go to www.fingerlakeswest.com.
- Genesee Country Village & Museum presents A Midsummer Festival: Wine Food & Music from 6-9 p.m. on July 12. Live music, great beer, fabulous wines and food from local restaurants, caterers, etc. Tickets are \$30 and can be purchased at Wegmans. Must be 21 to attend. For more information call Laura at 538-6822x219.
- Corn Hill Neighbor's Association presents the 40th Anniversary Corn Hill Arts Festival on July 12 & 13. For more information contact Elizabeth Holley at 262-3142.
- RIT Inn & Conference Center presents Charades Lounge, open Wed-Fri from 5-midnight and Sat from 8 to midnight. Come join for great food/drinks/music/fun. Start off with fine dining, then let your hair down in Charades Lounge.
- Geva Theatre Center- this is the final week of Pride & Prejudice, ending June 22. Geva Comedy Improv performs June 20 & 21 in the Nextstage. Menopause the Musical runs July 7-August 2. Group rates available. For more information, call 232-GEVA or visit www.gevatheatre.org.
- Country Inn & Suites (formerly Wellesley Inn) - Brand new hotel on East Henrietta Road across from MCC. The new hotel is opening the week of June 22. For more information, contact Christine at 427-0131.
- Corn Hill Navigation – on July 4th there will be a Fourth of July cruise on the Mary Jemison. Includes a delicious dinner. The Mary Jemison is back on the water after getting some renovations. We run daily cruises on the Mary Jemison and the Sam Patch. For more information, contact the Corn Hill booth at 262-5661 or visit www.samandmary.org.

IX. Adjournment

Save the Date!

July VIC Meeting

Tuesday, July 15, 2008
George Eastman House- Curtis Theatre
8:00 a.m. - Registration
8: 30 a.m. - Meeting

August VIC Meeting

Tuesday, August 19, 2008
Carey Lake Restaurant
3:00 p.m. - Registration
3: 30 p.m. - Meeting

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

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

Jenna Chard, George Eastman House
585/271-3361 x238

Community

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

Sleep

Cheryl Mantia, Clarion Riverside Hotel
585/546-6400

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
July 15, 2008	8:30 am	George Eastman House- Curtis Theatre
August 19, 2008	3:30 pm	Carey Lake Restaurant- Macedon
September 16, 2008	3:30 pm	Triphammer Grill- High Falls Rochester
October 21, 2008	8:30 am	Finger Lakes Scenic Railway- Victor
November 18, 2008	3:30 pm	Eros Restaurant- Rochester
December 16, 2008	3:30pm	Hyatt Regency Rochester

VIC Attendance:

Suzanne Wood	American Heart Association
Angela Cerame	Business & Leisure Connection
Joe DeMars	Carpe Diem Travel
Bill Gilchrist	The Dealers
Yvonne Graham	DoubleTree Hotel
Catherine Yarger	Downtown Special Services
Eric VanCamp	Enterprise Rent A Car
Mary Lou Culver	Finger Lakes Tourism Alliance
Sue Schmidt	A Finger Lakes Visitors Connection
Deb Stankevich	Genesee Country Inn
Shaunta Collier-Santos	Genesee County Village & Museum
Jenna Chard	George Eastman House
Eliza Kozlowski	George Eastman House
Colleen Brown	Geva Theatre Center
Dawn Kellogg	Geva Theatre Center
Greg LaDuca	Hyatt Regency
Lisa Burns	Livingston County Chamber of Commerce
Lisa Bates	Marriott Airport Hotel
Donna DeFord	Memorial Art Gallery
Beth Iman	Quality Inn
Nick Reynolds	Quality Inn Geneseo
Gail Stubits-Allan	Radisson
Michael Fults	Ramada Geneva Lakefront
Amy Galens	Ramada Geneva Lakefront
Cindee Gray	RIT
Rose English	RIT Inn & Conference Center
Pat Rebholz	Society for the Genesee and the Lakes
Amy Lute	Strathallan Hotel
Carol White Llewellyn	Travel Host
Brian Martin	The Tripphammer Grill
Katherine Clymer	VisitRochester
Peter Hahn	VisitRochester
Michael Hardy	VisitRochester
Greg Marshall	Visit Rochester
Amanda Norsen	VisitRochester
Paula Savage	VisitRochester
Karen Dodson	Waterloo Premium Outlets
Dave Farrell	Wild Hearts Yacht Charters

First Time Attendees:

Kathy Trainor	SUNY Geneseo
Narina Shulz	Corn Hill Navigation
Elizabeth Holley	Corn Hill Neighbors
Christine Bergeson	Country Inn Rochester
Matt Spencer	Country Inn Rochester
Joyce Lorraine	Nazareth College Arts Center
Laurene Jennings	Geva Theatre
Alana Davola	WROC-8/WUHF-31
John Giallanan	WROC-8/WUHF-31
Scott Gudell	WROC-8/WUHF-31