



**Visitor Industry Council
Meeting Agenda
Memorial Art Gallery
Tuesday, May 20, 2008
3:30p.m- 5:00p.m.**



I. Welcome

- a. Ms. Donna DeFord, VIC Chairperson
- b. Ms. Patti Giordano, Manager of Marketing & Communication, Memorial Art Gallery

II. Introductions

Please stand and say your name, title and company name. If you have an announcement, please wait and make it during the Member Announcements.

III. Guest Speaker Presentation- Mr. Scott Bell, Director, Monroe County Sports Commission

The Sports Commission goes after sports business not normally in Rochester. Not usually high school games, unless championships. Not normal college games that happen on a daily basis that bring people to your hotels, restaurants, attractions but events through event holders' governing bodies. I try to build relationships with people out of town like USA Hockey, USA Ski, USA Archery, various companies that are the governing bodies that have the rights to regional championships or any form of an invitational. Through conferences or meetings during the year, I get a list of those events that are open and specifications needed: how big of a field surface, how many soccer fields, how many hotel rooms, how many visitors in town, how many handicap accessible. We try to find out if an event will fit in Rochester. Must have relationship with event holder, have relationship with local organizations that act as the operation side of it. Many will do it as a fundraiser, will put volunteers together, and will run registration tables, coordinate officials, and everything that happens on the field. We do all the work off the field, working as a marketing arm, to add to the experience in Rochester.

Who can help us run this event? As members, let us know you're out there and the services you offer. Anyone that comes in is definitely going to your malls, your restaurants, they're out renting cars. Last weekend we hosted 64 teams, 11 of which were from out of the country. Another 26 teams in this weekend, 7 from out of the country. Hockey is our biggest piece of business. We are happy to recommend your business to event holders and even build it into the bids we do. We present Rochester as a sporting town, but also present it as a place that will feel like a festival when they're here. When a kid leaves, they don't remember how many they won and lost, but where they ate, what they did in the area, how good the food was, what time the pool closed, and how many times they got chased down the hall by the hotel manager.

Upcoming events are North American Prospects, four tournaments throughout the summer, and we just signed a four year deal with DSS Sports Center. Sports and Music Festival, APBA Jet Ski Race, USA Wrestling beach national championships, just signed a three year event. USA Hockey Festivals will play at ESL Sports Center. The Rochester Criterium, our 4th year, first year for the Omnium. The Criterium brings 30,000 people downtown. Xerox Classic Nationwide Tour, Preferred Care J22 National Sailing Championships, Special Olympics, 96 Invitational Games. Last year there were 22,000 out of town athletes, 60,000 out of town visitors, 25,000 hotel room nights, \$43 million direct spending. We are bidding on many tournaments, games, and events for the next year.

Top 2 or 3 things good about Rochester – easily accessible airport, USA Hockey, restaurant and facilities, impressed to see relationship between all the services here. Biggest dislike – we don't have 30 soccer fields in one location.

IV. Steering Committee Update- Ms. Donna DeFord, VIC Chairperson

Donna DeFord – nominations for the See & Do category of VR Steering Committee. Nominate Jenna Chard of the George Eastman House. All in favor, approved.

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

Local Contact Cultivation Committee: At least meeting, came up with 75 leads. Next meeting is May 22, at RRCC at 3:30-5:00. Call Cheryl Mantia or Michael Hardy for more information.

New Membership Task Force: Eric VanCamp – Redesigning Prospective Member Packets, Retention Schedule for new and existing members. Next meeting June 3, 9:00 at Enterprise.

Toronto/NY Cross-Market: Karen Dodson, Greg Marshall – Influx of Canadian business due to value of the American dollar. Big reception in Toronto, possible fly-in of NY travel/trade people. Tuesday June 10, Toronto Hilton, 11-8pm. Target audience consumer and trade media, travel trade, meeting and convention organizers, and industry associates. Media Luncheon at 11am, Travel Trade showcase from 4-8pm. Going up Sunday night, on Monday we'll hit the streets with sales calls, and Wednesday, will make more calls. Cost is \$950 per person (hotel and meals not included). To participate, contact by Friday. Bob Scott – handout and online presentation of information on the Toronto market. Presentation is Friday, May 30, 9am. This campaign will give member information to the Toronto market and when they sign up online, leads will be emailed to your company.

VI. VisitRochester Program Updates- VisitRochester Staff

Greg Marshall: Rochester Made for Living – many organizations are expressing an interest in adopting this identity for the community. Mobile Visitor Information Center is soon to arrive. Cindy Kimble at FLTA is doing a great job in marketing with FLTA and the Toronto ILNY launch.

Amanda Norsen: New member to membership team, Peter Hahn. We have nine new members that have joined this month. Please continue to pass along leads. Hospitality U Packaging Seminar - at Woodcliff on June 18, 9:30-12:00 sign ups on tables and in VizBiz. \$25/person. If you need VizBiz, fill out form and turn in with nametags, or sign up at www.visitrochester.com. The Annual Meeting is June 24 at RRCC, invitations in the mail. Speaker is Thomas Ranese, Chief Marketing Officer for NYS Economic Development, ILNY.

VII. Member Spotlight Presentation- Mr. Nick Reynolds, Director of Sales, Quality Inn Geneseo

Hawthorne's, Hawthorne's Two at Holiday Inn, Cutler's Restaurant– Carol Gardner

Hawthorne's on East Ave is the original restaurant and hosts many meetings. Cutler's at the MAG is also related. There is a new restaurant; Hawthorne's Two at the Holiday Inn on Jefferson Road. They book many events and teams in the area. Hawthorne's also caters events all over Rochester. They are anxious to be a part of VisitRochester to build their clientele and your clientele. The food today is provided by Hawthorne's Two at the Holiday Inn.

Nick Reynolds, Director of Sales at Quality Inn Geneseo – Until 2005, there was only one hotel in Geneseo, and it did not have the best reputation. There was a big need for nice accommodations in the area. A hotel was purchased had extensive renovations including all new furniture, TVs, new walls, bathrooms, high-speed internet, 24 hour front desk staff with good guest service. We have a new breakfast room with a full complimentary hot breakfast and there is an exercise room as well. The Valley Oak Event Center opened in January. It has a brand new kitchen, a bigger ballroom, an oak bar, and new lighting and carpeting. There are three meeting rooms: the ballroom which holds 250-300 people, another room with a 25 person capacity and another with an 80 person capacity. We've worked with bus tours, weddings, the college, and local government functions. See it at www.valleyoakevents.com. Contact if interested in booking events. Hampton Inn in Geneseo will open mid-year next year. Thank you for allowing me to speak.

Drawing for tickets to Pride & Prejudice at Geva. The winner is: The Strathallan.

VIII. Member Announcements

MAG through June 15th, American Impressionism – the art of the Phillips Collection, www.mag.rochestser.edu, Donna DeFord at 276-8900

Waterloo Premium Outlets- May 23-27, Annual Memorial Day Weekend Sidewalk Sale. Extended Hours: Sat & Mon 9am-9pm, Sat. entertainment by EBB Tide. For more information call Karen Dodson at 315-539-1147.

GevaTheatre Center- "Pride & Prejudice" opens Wed, May 21 and runs through June 22. Geva Comedy Improv presents "Gevapocalypse Now" May 21-May 24. Tickets for "Menopause the Musical" on sale now: running July 7 – August 2. For more information, contact the box office at 232-GEVA.

Strong National Museum of Play- The Adventures of Clifford the Big Red Dog opens with a tail-wagging weekend June 7&8. Comic Book Super Heroes opens June 14&15 featuring Marvel Comic's Spider Man appearances. Summer of Furry Friends- meet a Berenstain Bear or Clifford every day June 7- Aug 27. For more information contact Susan Trien at 263-2700.

George Eastman House- The gardens are open at GEH, now through early October! It is the final days for the "Loss/Hope" exhibitions, powerful photography about social change. For more information call 271-3361 or visit www.eastmanhouse.org.

IX. Adjournment

Save the Date!

June VIC Meeting

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

July VIC Meeting

Tuesday, July 17, 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.

****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

Jenna Chard, George Eastman House
585/271-3361 ext. 238

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
June 17, 2008	3:30 pm	Rochester Institute of Technology- Gordon Field House
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
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

May VIC Attendees

Bob Scott	Bob Scott Productions, Inc.
Angela Farina-Cerame, CMP	Business &Leisure Connection
Cheryl Mantia	Clarion Riverside Hotel
Heather Pereschino	E. J. Del Monte Corporation
Marie Cornelius	Eastview Mall
Bill Gormont	Empire Magic
Eric VanCamp	Enterprise Rent-A-Car
Dave Goldman	Friends of Ganondagan
Jenna Chard	George Eastman House
Dresden Engle	George Eastman House
Colleen Brown	Geva Theatre Center
Barbara Morgenstern	Golfweek
Susan Goodwin	Homewood Suites by Hilton
Tonya Cornish	Homewood Suites by Hilton
Otto Fuchs	Intl Sister Cities of Rochester, Inc.
Otto Fuchs	Irondequoit Parks & Recreation Department
Melanie Fazio	Mall at Greece Ridge Center
Donna DeFord	Memorial Art Gallery
Miranda Kenyon	Monroe County Sports Development Corporation
Laura Paul	Monroe County Sports Development Corporation
Rachel DeGuzman	Nazareth College Arts Center
Graylynn Passienau	Papa John's Pizza
Scott Pizzo	Park Place World Wide Corporate

	Transportation
Amy Galens	Ramada Geneva Lakefront
	Rochester Downtown Development Corporation
Trish Lambiase	
Pat Rebholz	Soc for the Genesee and the Lakes, Inc.
Amy Lute	Strathallan Hotel
Carrie Hubregsen	Strathallan Hotel
Lisa Altman	Technology Rentals of America
Carol White Llewellyn	Travel Host of Rochester and the Finger Lakes
Brian Martin	Triphammer Grill, The
Sonia Asencio	VisitRochester
Kat Clymer	VisitRochester
Peter Hahn	VisitRochester
Ed Hall	VisitRochester
Michael Hardy	VisitRochester
Greg Marshall	VisitRochester
Amanda Norsen	VisitRochester