



**Visitor Industry Council
Meeting Agenda
The Triphammer Grill
Tuesday, September 16, 2008
3:30p.m - 5:00p.m.**



I. Welcome

- a. Ms. Donna DeFord, VIC Chairperson
- b. Ms. Jennifer Powers, Triphammer Grill

II. Introductions

III. Spotlight Presentation- Jim Farr, Rochester River Romance

32nd year for the Rochester River Romance. It started in the High Falls district. The regatta has always been the highlight of the weekend but a few years ago Jim and Greg talked about playing up the "Romance" part more. Now you can renew your vows on High Falls bridge, which averages about 40-50 couples a year and then there is a reception afterwards. The other activities are hikes, cruises, pirate's day, and many activities in High Falls. Look for a listing in the City Newspaper. Discounts are available for groups.

IV. Guest Speaker Presentation- Ms. Heidi Zimmer-Meyer, Rochester Downtown Development Corporation

The past 25 years, the downtown environment has been dealing with decline, and now for the first time we are dealing with growth. The problems we used to deal with were vacant buildings and now are problems are having enough parking. There are 105 office buildings. 9.1 million square feet, over 50,000 people work downtown, 4 million people visit downtown every year. There are 3,900 people living downtown, there are 2,600 housing units downtown, and there are now over \$800 million of investment in downtown. Only about \$4 million of that is private money. Downtown has always been described as the central business district of Rochester. There are many neighborhoods such as East End, Washington Square, High Falls, and Corn Hill. The Downtown Guides is a new program which consists of the information center in the middle of downtown and also a group of retired police officers that wear red shirts and ride bikes around downtown to give a perception of safety to the downtown area. One of the biggest projects downtown will be the construction of PaeTec Park, which the state has pledged to donate \$55 million, which is only for the abatement of asbestos. Midtown currently has six office buildings and an underground parking garage. The project has been moving very quickly. PaeTec will be moving their headquarters from Fairport into the city, which will bring 1,200-1,500 more employees into the city with an average age of 33. This increase will raise the demand for dining and boutique shopping in downtown. PaeTec anticipates growth despite the current status of the economy. ESL Federal Credit Union will be moving downtown into a \$67.5 million building and will be moving 300-500 people in from the suburbs as well. Renaissance Square has been in the news a lot lately, \$175 million of the \$230 million is already committed to this project. The remaining part of it is all performing arts center related. More details on the performing arts center will come in the next couple of months. The Eastman's \$35 million project will be stunning. The theater itself is undergoing renovation and expansion. The theater will now be called Kodak Hall. The former Genesee Hospital site owned by Buckingham Properties, in an \$83 million project will

be renovated partly into offices, with a lifestyle center in the rear of the building. There has been about \$13 million invested in downtown hotels in the past few years.

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

VI. VisitRochester Program Updates- VisitRochester Staff

VII. Member Announcements

Artisan Works- Friday, September 19- An intimate portrait of New Orleans after Hurricane Katrina. Reception and book signing from 7-9pm in the workshop hallway. Dan Burkholder is considered one of America's Foremost Digital Photographers. For information call Artisan Works at 585-288-7170.

Geva Theatre Center- Ella through October 12. Rooms September 19- October 26.

Theatre Roes- September 22- Eleven local theatre groups on the Mainstage for a benefit for local theatre. For more information call Geva Theatre at 232-GEVA.

Park Avenue Holiday Open House- not too early to think about the Holiday Season- looking for sponsorship and advertisements for this event- due Oct. 3, 2008. For more information call Angela Cerame at 585-467-8143.

Corn Hill Navigation presents Wine Tasting Cruise on the Mary Jemison, September 18 & October 16. Special wines paired with hors' d'oerves on the Mary Jemison Boat twilight cruise. Our season continues through the end of October. For more information call the reservation boot at 262-5661.

VIII. Adjournment

Save the Date!

October VIC Meeting

Tuesday, October 21, 2008
Finger Lakes Scenic Railway
8:00 a.m. - Registration
8: 30 a.m. - Meeting

November VIC Meeting

Tuesday, November 18, 2008
Eros Restaurant
3:00 p.m. - Registration
3: 30 p.m. - Meeting

**If you are interested in hosting a VIC meeting in 2009,
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.

315/789-0400 ext. 2602

Vice Chairperson

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

Eat & Drink

Karen Heroux, Simply Crepes
585-314-6036

See & Do

Colleen Brown, Geva Theatre Center
585/232-1366

Shop

Karen Dodson, Waterloo Premium Outlets
315/539-1100

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

Services

Joe DeMars, Carpe Diem Travel
585/295-9393

Community

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

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

Sleep

Cheryl Mantia, Clarion Riverside Hotel
585/546-6400

Nancy Sweazy, Hampton Inn North
585/663-6070

Regional Representative**2008 VIC Meeting Schedule**

VIC Meeting Date	Time	Location
November 18, 2008	3:30 pm	Eros Restaurant- Rochester
December 16, 2008	3:30pm	Hyatt Regency Rochester

Attendees:

Steve Ouriel	Artisan Works
Bob Scott	Bob Scott Productions
Lynne Stewart	Bristol Harbor
Angela Cerame	Business & Leisure Connection
Melanie Plummer	By the Basketful
Joe DeMars	Carpe Diem Tours & Travel
Stacy Kurtz	Casa Larga
Narina Schulz	Corn Hill Navigation
Catherine Yarger	Downtown Special Services
Bill Gormont	Empire Magic
Janet Galligan	Fauna's All Season Gifts/Vintage Toy Stores
Sue Schmidt	A Finger Lakes Visitor's Connection
Jenna Chard	George Eastman House
Colleen Brown	GEVA
Dawn Kellogg	GEVA
Nancy Sweazy	Hampton Inn – Greece
Carlos Mercado	KCM Services
Trina Mercado	KCM Services
Lisa Bates	Marriott Airport Hotel
Donna DeFord	Memorial Art Gallery

Graylynn Passineau	Papa John's Pizza/Zebb's Deluxe Grill & Bar
Nick Reynolds	Quality Inn Geneseo
Trish Lambiase	Rochester Downtown Development Corporation
Heidi Zimmer-Meyer	Rochester Downtown Development Corporation
Kate Wahl	RPO
Shari	Shari's Event Services
Pierre Heroux	Simply Crepes
Suzanne Seldes	Strong National Museum of Play
Susan Trien	Strong National Museum of Play
Kathy Trainor	SUNY Geneseo
Lisa Altman	Technology Rentals of America
Carol White-Llewellyn	Travel Host
Tracy Armstrong	VisitRochester
Kat Clymer	VisitRochester
Peter Hahn	VisitRochester
Michael Hardy	VisitRochester
Greg Marshall	VisitRochester
Amanda Norsen	VisitRochester

First Time Attendees:

Kim Johnston	
Dana Pierce	Max of Eastman Place
Emily Vick	Rochester Regional Joint Board – UNITE HERE
Joanne Giuseppetti	Staybridge Suites
Dudley Duberry	RPO