



Annual Meeting Minutes

November 19, 2024

Veraisons Restaurant at the Inn at Glenora Wine Cellars

Meeting was called to order at 6:08 pm and quorum was confirmed.

Ron Beck | 1st Vice Chair

- ***Motion to approve the 2023 minutes made by Wendy Shutter, seconded by Jodie Vanselow, all in favor and the motion carried.***
- Welcome and thank you to Glenora Wine Cellars for hosting
- Thank you to Community for Sponsoring the meeting
- A special thank you was extended to the BOD
- Special thanks to the committee members and committee chairs
- Executive Board and BOD revised the bylaws available online to review
- Reviewed the budget for 2025

2025 Budget | Slides

Jodie Vanselow | Audit Committee

- Audit was conducted by Fust Charles LLP.
- Fust Charles found the financial statements we presented fairly, in all material respects, in short, it's all good!

Nigar Hale | Executive Director

- Thank you to all for attending, to Glenora, to presenting sponsor Community Bank
- Thank you to team for continued work
- In 2024, we renewed our mission
- Live Your Dream
- A showcase of 2024 impact was conveyed
 - Power Hour – Grow your network and thrive
 - Introduction of the Member Hub
 - 45 New Members Since June
 - 130,748 visitors have passed through the visitor center
- Where are we going in 2025?
 - Continuous improvement with a new team
 - Building momentum
 - Analyzing and executing



- US Accreditation-we have submitted our intent to apply for Accreditation with the U.S. Chamber of Commerce

US Accreditation | Slide

Sponsor & Advertise | Diamond Gala

- 5 reasons to join in the folder

Jerakah Heady | Introduction Slide

Schuyler Tributes | Slide

Kate Lamoreaux

Mike Stamp

Blackberry Inn Kitchen

Schuyler County Historical Society

- The winners were based on 3200+ votes that the community casted

Leadership Schuyler | Slide

- This is our flagship leadership development program designed to cultivate and empower the next generation of leaders in the community.

Spark | Video

- Disrupting the Status Quo

Nico Piacentini | Introduction Video

- 45 New members have joined since June

Robin Antonio | Introduction Video

Shop Schuyler | Slide

- Shop Schyler this new initiative driving retail business opportunity throughout the county.

Caitlin Kelce | Introduction Video



Visitor Behavior and Full-page Ad | Slide

- The focus of our 2025 ad campaigns – we are featured in the Campgrounds of NY, Explore Finger Lakes travel guide, Mountain Home, Buffalo Niagara Visitor Guide for the first time as well as NY Destinations, Visit Rochester and Brand USA – to highlight a few.

Visitor Center Conversations | Slide

- In 2 years – we had over 40,200 MORE CONVERSATIONS at the Downtown Visitor Center and the State Park Visitor Center.

What are Visitors Saying | Slide

- “Beautiful part of the world. Loved the gorge, drank the wine, shopped the shops, life is fine.”

Nigar Hale | Live Your Dream

- We have brought in Life in the Finger Lakes Magazine as our partner, our first issue of Live Your Dream is scheduled to pub Spring of 2025.
- Every household will be mailed a copy
- It will be filled with your stories on why you have chosen the Watkins Glen area to work and live.

Kerry Keller | Special Message Video

Ron Beck | | 1st Vice Chair

- *2025 slate of Board of Directors and 2025 Budget was passed and quorum was met*
- *Motion to approve 2025 slate of officers was made by Rod Noel, seconded by Brittany Gibson, all in favor and the motion carried.*
- *Motion to adjourn the meeting made by Abby Lane, seconded by Bruce Boughton and the meeting adjourned accordingly at 6:32pm.*