

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, April 18, 2017 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Glenn Cooke
Vice President	Bryan Powers
Treasurer	Rebecca Melton
Director	Mike Guinan
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Secretary, Diane Camelio

OTHERS PRESENT: Robert Senn

Meeting was called to order by President Glenn Cooke at 5:57pm.

Salute to the flag.

(Within this report Victor Local Development Corporation will often be referred to as VLDC)

Board Member Vacancy

Through the interview process the Nominating Committee conducted, Mike Guinan recommended to the Board to accept Robert Senn as a Director of Victor Local Development Corporation.

Resolution #17-17LDC

Appointment of Board Member

On a motion made by Mike Guinan seconded by Rebecca Melton, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, Robert Senn accepted his nomination, filling the following position vacated by Betty Post.

Director – Robert Senn - Term expires 1/2018

Bob was sent the meeting material enabling him to vote on remaining meeting Resolutions.

Resolution #18-17LDC

Acceptance of Minutes

On a motion made by Bryan Powers seconded by Robert Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated march 28, 2017

Financial Report

Payment of Bills – Abstract #4

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$1890.30.

Resolution #19-17LDC

Payment of Bills - VLDC

On a motion made by Rebecca Melton, seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$ 1533.93.

Resolution #20-17LDC

Payment of Bills – Victor Merchants Group

On a motion made by Bryan Powers, seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear for on the balance sheet totaling \$ 356.37. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #19-17LDC and #20-17LDC were included in the Balance Sheet totaling \$ 1890.30.

Executive Director Report

April 2017

Business Calls/Assistance

Frank Spezio

IDI Billing solutions – space sub-lease

Waffle Splits Ice Cream – start-up

Bristol Instruments - relocation

Tambe Metal

West Construction – Village development project

Saporifique – New business location assistance

Northeast Archery – Loan applicant

Ferris Terrace – Coordination with County IDA/incentives

Perfect Granola – Coordination with County IDA/incentives

Chamber Ribbon Cuttings: Rhino Chiropractic, Orange Theory, Saja Hair Bar

Victor, NY Mobile App – “Everything Victor” – The test went out and Kathy received feedback that was discussed and implemented if it made sense. We have moved the launch until May as Sue and Kathy are in the final stages of coordinating the Victor Business Awards. Kathy is working on coordinating marketing materials to both users and businesses to promote the App.

Business Awards Ceremony – May 4th –We surpassed the 2016 sponsor income by \$800! Sue is still receiving reservations and Kathy is working on the program and video for the event. Sue and Kathy will be meeting with Cobblestone CC staff on 4/21 to finalize room layout and other details. She will be meeting with keynote Bob Duffy and emcee David Mammano in the next two weeks to review their roles.

Developers Forum – Glenn Cooke and Kathy met with Katie Evans and Kim Kinsella from the Planning & Building Department to review the developer’s forum concept. They decided on a date of June 22 and have reserved the Town Hall Main meeting room for the morning which will include a continental breakfast. The purpose of the forum is to establish direct lines of communications between builders, developers, real estate agents and Town/Victor Local Development Corporation (VLDC) staff. This will be an avenue to promote incentives, process etc. It will be an invitation only event and we will be developing that list with the assistance of Planning & Building Department.

Grants – Below is an update on pending grant applications that the VLDC is facilitating:

Anchor Grant Funding – Cobblestone Building (corner of Main & Maple) - \$5,500

VLDC grant committee met on this project and is in support of applying for the funding. The Board recommended letters be distributed to the other building owners with eligible properties. These went out with a response request of 4/30 – no responses have been received at the time of this report. The VLDC would require the applicant to pay half (\$2,750) of the grant writing cost.

Community Development Block Grant Economic Development & Empire State Development Capital Funding – Apple Farm rebuild - \$5,000

A meeting will be coordinated the last week of April to discuss these opportunities with the property owner.

New York Main Street Technical Assistance & Empire State Development Capital Strategic Planning – Village Master Plan update - \$4,000

The costs outlined above are associated with the grant writing and administration. Labella submitted formal proposals for both. I presented both opportunities to the Village Board on 4/17 requesting \$2,000 (half) to be paid by the Village and the other by VLDC to write the grants. It was approved.

Victor Merchants Group (VMG) Update – Kathy met with Jack Dianetti and Tim Maher who updated me on the status of the VMG. They have decided to disband due to the inability to get more Merchants involved in the planning/implementation of events. They have asked that the VLDC consider establishing a committee comprised of stakeholders to facilitate business promotion. This is what we presented to the group a year ago and Kathy is very much in support of this effort. We would assume control of remaining funds and inventory. No events are scheduled and there are no members as they did not collect dues for 2017. This is a great opportunity to start fresh with new ideas, strategies and participants. Kathy will discuss this further at the board meeting.

Miscellaneous but relevant: Kathy was a guest at a session of the Small Business Alliance Finance boot camp, a 7 week program offered (for free) to women owned businesses that have been operating for 2 or more years. It covers strategic planning, preparing a loan proposal, understanding financial statements and the credit rating process. Kathy was impressed with the course offering and the support provided to the business owners attending and discussed bringing it to Victor in the Spring of 2018. Supervisor Marren and Kathy presented "Economic Development in Victor" to the 2017 Class of Leadership Rochester – of which we are both alumni.

Committee Action Review

Finance/Business Loans- The Loan Committee met to review a potential applicants loan paperwork. It was decided that not all of the VLDC loan requirements have been completed or submitted with the application. Kathy will call him and let him know what is needed from him as required by VLDC guidelines and the County.

Grants/Property- Kathy has asked the Board to approve Resolutions to proceed with the Anchor Grant and the Village Master Plan that she discussed in her Directors report.

Resolution #21-17LDC

New York Main Street Technical Assistance & Empire State Development Capital Strategic Planning – Village Master Plan update - \$4,000

On a motion made by Bryan Powers, seconded by Bob Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, the Victor Local Development Corporation agrees to pay half of the proposed grant writing fees, \$2000.00. The Village has agreed to pay the other half.

Resolution #22-17LDC

Anchor Grant Funding – Cobblestone Building, 2 East Main Street- \$5,500

On a motion made by Bob Senn, seconded by Mike Guinan, the following resolution was ADOPTED 4 AYES 0 NAYS 1 ABSTAINED- Rebecca Melton and also recused herself from any prior discussions.

Resolved, the Victor Local Development Corporation agree to pay half of the proposed grant writing fees, \$2750.00. The building owner will pay the other half.

Communications/Community Relations- No report at this time

President's Report

Glenn is Chair of the Route 96 Corridor Study and reported that the group met a couple weeks ago. He feels it is moving along well and they are still targeting the end of summer to have this study completed. He is very pleased with how the meetings are going.

There was discussion amongst the group about how the VLDC could provide funding in the future as there are many grants available to a Local Development Corporation vs a municipality.

Open Discussion

Kathy met with Jack Dianetti and Tim Maher of the Victor Merchants Group (VMG) to discuss the direction the VMG is headed. Jack and Tim have decided to disband the VMG and would like to revert back to a proposal the VLDC shared with them last June. They are hoping the VMG can become a committee under the VLDC umbrella. The way the VMG is set up currently, they are not getting enough Merchant support for ideas and/or events. Currently there are no events scheduled for this year at this time.

Kathy asked if they informed the VMG members of this decision and if any of them were interested in running the VMG? She was told that they did not have any members as they did not collect dues for the 2017.

Kathy would like to get Mitch Donovan on board also and "brainstorm" with the stakeholders to see what exactly they are looking for. Kathy feels these downtown Merchants do need help with promotions and support, not necessarily meaning events being held.

Bryan wondered about hiring an event coordinator for the VMG, which maybe the solution more so than an actually committee. Rebecca felt very strongly about the VLDC being protected. For example, if there is an event and we have a committee, what if the committee doesn't show up? Will the VLDC board members than have to step up to the plate to run the event. She just wanted to enter this proposal very cautiously.

Kathy would like to have our Attorney, Reid Holter, weigh in on the best approach for this transaction if it takes place. We would be provided all of their inventory and the funds in their accounts and want to make sure that we are handling the funds and inventory accurately, especially for audit purposes. Glenn asked Kathy to resend the proposal to the board members so they can relook at what was sent to the VMG in June. She will also reach out to Reid Holter.

Glenn also asked about where the Village stands as far as the VMG. Prior to this conversation with Jack and Tim, Kathy had already met with Mayor Hadden on how the Village needed to contribute with the support of the Village businesses and with their events. The Village needs to invest in the Village which also includes the Farmers Market.

For the next meeting Kathy will reach out to the Mayor, Mitch and possibly Reid about attending our meeting next month to discuss further.

Adjournment

Meeting was adjourned on motion at 6:54pm

Sue George, Minutes Clerk