

**Due to COVID-19 Pandemic the April 28, 2020 Victor Local Development Corporation (VLDC) was held via conference call.**

<b>MEMBERS PRESENT:</b>	President	Rebecca Melton
	Treasurer & Secretary	Liz Biehler
	Director	Mike Guinan
	Director	Vince Pettrone
	Director	Scott Thon
	Director	Ted Rund, Jr.
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

**MEMBERS ABSENT:** Chris Caruana

**OTHERS PRESENT:** None

Meeting was called to order by President Rebecca Melton at 8:04am.

Salute to the flag.

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

**Resolution #19-20VLDC**

**Acceptance of Minutes**

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 6 AYES 0 NAYS

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated March 24, 2020

\*\*\*\*

**Financial Report**

**Payment of Bills – Abstract #4**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$15,897.14.

**Resolution #20-20VLDC**

**Payment of Bills -VLDC**

On a motion made by Ted Rund, seconded by Scott Thon, the following resolution was ADOPTED 6 AYES 0 NAYS

**Resolved**, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$15,843.25.

**Resolution #21-20VLDC**

**Payment of Bills – Victor Business Connection**

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 6 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 \$53.89. Invoices are to be paid out of the Victor Business Connection account.

*Note: Resolution #20-20VLDC and #21-20VLDC were included in the Balance Sheet totaling \$ 15,897.14*

\*\*\*\*

**Executive Director Report**

**(Kathy sent her report out after the meeting)**

**April 30, 2020**

**ED/VLDC update**

**COVID Response/Business Support Initiatives**

Please forgive the format of this report, but it was the most time efficient way to get all the information to you on business support initiatives with regards to COVID-19. Please give me a call to discuss any of these items or if you have feedback from businesses or residents that would be helpful.

**Business Financial support:**

- Kathy is directing businesses to the SBA and local banks for both the Paycheck Protection Plan (PPP) and Emergency Impact Disaster Loan (EIDL). She has been able to highlight information they will need to process these applications and provide some direct contacts to them at the banks and Small Business Association (SBA) partners like Small Business Development Center.
- As you know funds ran out and MANY have not been funded through either of these programs as of yet. The funding was replenished for the PPP and applications that were previously approved but not funded will get the first shot at the new funds.
- The VLDC board is researching available funding that the corporation could re-lend as we do with our loan funds. Currently we have six pre-Covid loans out which has depleted any funds for this purpose. I have reached out to the County Economic Development Corp. (CEDC) and Canandaigua National Bank (CNB) regarding the SBA process – neither look like an option.

## **Business Outreach:**

- Kathy organized a Zoom meeting with 12 businesses participating on 4/21 – it was the first time she had direct contact with them except for email. We each gave a status update and started brainstorming outreach initiatives to the community. Two initiatives came out of it:
  - Hopper Hills Floral & Gifts will be back to delivering for Mother’s Day and beyond. Included with each delivery will be a booklet listing Victor businesses, hours, how to reach them (on-line etc.) and what they are currently offering.
  - She is collecting the data to include in the booklet via email, compiling it and getting it to Hopper Hills. The beauty is that they don’t spend a dime and the booklet is easily updated as things change.
  - 2<sup>nd</sup> promotion is in coordination with the Chamber and is a drive-thru bag pick up on May 9<sup>th</sup>. The bags will be stuffed with business related information (coupons, flyers, menus etc.) We will stuff the bags on May 8<sup>th</sup> and distribute on May 9<sup>th</sup> at Mead Square.
  - The Food Cupboard will also set up a truck for food drop off during the event.
- Business email blasts
  - Kathy has been sending email blasts with information on Coronavirus Aid, Relief, and Economic Security (CARES) act funding, Unemployment Insurance and any other relevant COVID-19 related information that she feels the businesses are looking for.
  - These have been very well received and have received many “Thank You’s”
- FB Live events
  - Kathy has worked with Town staff to coordinate these events (4/9, 4/16 & 4/23) and provided some feedback to Supervisor Marren on suggested topics for him to cover as she get questions from the businesses.
  - My focus is on business related resources during these live events.
  - Many thanks to Marty for handling the production!

## **Re-opening/Recovery**

- Regional Re-opening plan
  - Governor set in motion regional approach to re-open
  - Bob Duffy spearheading effort to gather feedback from FL region stakeholders and submit to Albany’s task force
  - Supervisor, myself part of virtual meetings gathering feedback
  - Albany Re-open task force issued a template to each regions Economic Development Council regarding re-opening recommendations specific to that region

- The FLREDC is charged with completing that with by next week
- At the Ontario County level there is a team working on developing re-opening guidelines to the various business segments - County, Town reps, Finger Lakes Visiting Connection (FLVC) and business stakeholders
- The governor and his team are consistent with the message that each business must have a Plan to re-open and that is what these guidelines will assist with.
- We will develop a "kit" with guidelines, tips, and resources for supplies and more that will be available to businesses.

## **Grants**

- **Federal Emergency Management Agency (FEMA)**
  - Coordinating reimbursement process with Peg Beaulieu, Finance Dept. & Sean McAdoo, Planning & Building Dept.
- **Downtown Revitalization Initiative (DRI)**
  - Putting the finishing touches on this grant application that is due at the end of May for Downtown revitalization.
  - There has not been an announcement stating the funds are not available, so we are moving forward.
- **Other grant opportunities**
  - Kathy will continue to investigate opportunities for grant funding that may be used for business support/recovery.

## **Open Discussion**

The majority of the meeting was about business support during and after this Covid-19 Pandemic and also Kathy's involvement in the many aspects of this. She outlines many of them in her report. Here are a couple of topics mentioned within the board discussions:

- Ted Rund of Thirsty Turtle Sports Bar will be setting up a Fresh Market at his location. He is trying this new concept as a way to generate business to help his employees and business. He is working in conjunction with some of his Vendors for his restaurant business, such as Palmers Meat market, etc. There will be meat, breads, vegetables, etc. You can preorder ahead of time and do curbside pickup or you can walk around the market yourself and make your purchases.
- Kathy wants the VLDC to be active in the opening of the local businesses. Rebecca suggested that a sign be written for the stores who are Covid compliant to be able to post on their doors, when the time comes to open. Kathy would like to come up with some guidelines for being Covid compliant as far as sanitizing and social distancing, etc. for these businesses. Liz offered to write those guidelines up and send them to Kathy for review. As mentioned about in her report she is working with many agencies to get the guidelines to the businesses.
- Kathy is looking to the board ideas to keep these businesses in the forefront of everyone's mind and to keep them promoted.

- Liz pointed out that businesses should be reading their insurance policies, they could possibly have pandemic or business interruption coverage on the policy. Rebecca and Kathy felt that would be a good to put that on the guideline/tip sheet.
- There was much discussion amongst the board regarding Covid-19 re-opening guidelines and ways to support our businesses.

Vince and Scott are still gathering information regarding the Developers Forum the VLDC is planning on having. They've found the developers have landlord hats on right now, not developing. Vince is hoping in the next 30 days or so when things start to go back to normal, they can get a feel for marketing and ideas from them. At this point he feels the developers are not on that page right now of development. They will continue to strategize and do research for at least the next 30 days.

*Mike Guinan left the meeting at 9:02*

Kathy let the board know that she did receive Chris Caruana's resignation letter. Sue will send a board vacancy ad to the newspaper and post it on the VLDC website also. There was discussion that his resignation creates not only a board vacancy but also Vice President position. At the May meeting we will appoint Liz as interim Vice President with a resolution.

\*\*\*\*

### **Adjournment**

Meeting was adjourned on motion at 9:29am

---

Sue George, Minutes Clerk