

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, August 22, 2017 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:**

President	Glenn Cooke
Treasurer	Rebecca Melton
Director	Carol Commisso
Director	Mike Guinan (via Conference Call)
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

**MEMBERS ABSENT:** Bryan Powers, Diane Camelio, Bob Senn

**OTHERS PRESENT:** None

Meeting was called to order by President Glenn Cooke at 6:02pm.

Salute to the flag.

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

### **Resolution #37-17LDC**

#### **Acceptance of Minutes**

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

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated July 18, 2017

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### **Financial Report**

#### **Payment of Bills – Abstract #8**

The Board reviewed the invoices to be paid from the Victor Merchants Group Balance sheet. The unpaid invoices totaled \$1193.88. There were no invoices for the Victor Local Development Corporation this Abstract.

### **Resolution #38-17LDC**

#### **Payment of Bills – Victor Merchants Group**

On a motion made by Rebecca Melton, seconded by Carol Commisso, the following resolution was ADOPTED 4 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 \$1193.88. Invoices are to be paid out of the Victor Merchants Group account.

*Note: Resolution #38-17LDC were included in the Balance Sheet totaling \$ 1193.88*

*Glenn asked if Kathy would have Lisa Hubler/Ruby Events and Meetings to come to a board meeting so the Board members can meet her.*

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### **Victor Merchants Initiative**

Kathy let the Board know that the cover letter and inventory letter has been sent out to the former 2016 Merchant Members. It was stated in the letter that the \$1970.00 is and will continue to be held in a separate account along with identifying all other inventory items that were transferred. If any merchant members contact Kathy for explanation she will refer them to Tim Maher or Jack Dianetti.

We will now be moving forward with the Victor Merchant Workgroup.

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### **Executive Director Report** **August 2017**

#### **Business Calls/Assistance**

West Construction – Village development project  
The Can Guys  
Northeast Archery – Loan applicant  
Prima Pop -relocation  
Healing Hands – Loan applicant  
Hoffends Discount Liquor  
Railside Market & Café – PR/Marketing recommendations  
Breathe Yoga – new business  
Global Urban Enterprise – Location Assistance  
Surmotech  
Victor Counseling Service – Relocation Assistance  
TJ Maxx  
Victor Square (AKA Ferris Terrace)

**Victor, NY Mobile App – “Everything Victor”** – The IOS version of the App launched on June 12<sup>th</sup> and the android version July 11<sup>th</sup>. Business sign ups have been a bit slower than Kathy expected – some want to wait and see how it performs, others have been busy with vacations, etc. Her goal is to have 100 businesses listed before

she does a full marketing push to users – and she’s focusing on end of September. The VLDC Communications Committee will be assisting with a push for business sign-ups. Working with the developer on some fixes which they have addressed. Phase 2 will include the addition of Victor Central School (VCS) events and advanced push notifications.

**VLDC Loan Activity** – The VLDC has two revolving loan programs, one targeting Village businesses and one targeting businesses located in the Town.

*Village Business Loan Fund* – the loan committee approved a \$17,000 loan to Healing Hands Wellness Studio for an expansion at their current location on School Street.

*Town Business Loan Fund* – the loan committee approved an \$18,000 loan to The Archery Academy operating programs out of Pinnacle Athletic for equipment purchases to host regional events in Victor.

Very successful program and the VLDC is looking at ways to grow the funds and continue marketing to local businesses.

**Victor Business Workgroup** – In March, Jack Dianetti and Tim Maher met with Kathy and requested that the VLDC board consider taking the merchant activities that were run by the Victor Merchants Group (VMG) under our umbrella and organize a committee of the VLDC to plan them. Inventory (glassware, signage, laptop) have been transferred and the funds that were managed by the VLDC will be utilized for workgroup initiatives.

VLDC mailed out a letter to past VMG members disclosing the transfer of inventory and funds and updated them on status of the workgroup. We also provided clarification that a sum of \$1,970 was being retained by the VMG and held in a separate account that was never under the VLDC umbrella.

The workgroup is holding a second meeting on 8/29 to discuss best communication methods to all businesses, upcoming existing events, marketing strategies to promote our events, a fall weekend event and Christmas in the Village.

**Grant Applications** - The VLDC successfully submitted a grant application under the 2017 NYS Consolidated Funding Application (CFA) to support the renovations of the cobblestone building located at 2 East Main Street. We assisted financially with an application made by the Village under the same funding round to support an update to the Village Revitalization Plan. Funding awards will be announced in the fall.

The Economic Department coordinated a list of projects for funding that was submitted to Senator Funke’s office. The department was notified this week that one of those projects – Gillis Road Reconstruction – will be funded in the amount of \$180,000.

**Miscellaneous but relevant** - Supervisor Marren and Kathy toured the facilities of Surmotech, located on Netlink Drive, who has been able to stay in Victor and purchase the building as a result of joint efforts by the Supervisor, County Economic Development and Town Economic Development. They employ 54 people and are growing.

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### **Committee Action Review**

Finance/Business Loans- Glenn noted that the two loans have been completed. Kathy and Glenn want to approach the County and ask for more funding as the Town Loan funds have now been depleted. The Board unanimously agreed to have Kathy go back to the County to secure more funding.

Grants/Property- Glenn stated that within the next two months this committee will meet and come up with some avenues they should be exploring. Kathy did want to let the Board know that the Anchor Grant applications has been successfully submitted and we will hear back in December if we were approved. We also assisted for the CFA grant which Kathy mentions in her report.

Communications/Community Relations- No Report but Kathy mentioned that Diane Camelio, who is on this committee, will be resigning from the VLDC Board. Her territory has changed and since she does not live in Victor, she no longer meets the requirements to be a board member.

Rebecca asked if we need to continue with this committee as we now have an event planner.

Kathy was looking for input or help from this committee with marketing the Mobile App. Glenn wondered if we could use a meeting as a workshop for the entire board to help market the Mobile App.

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### **President's Report**

Glenn has been mostly preparing letters for the grant applications along with his involvement on the Route 96 Study, which is moving along on time.

He also will be on vacation for the September 26<sup>th</sup> board meeting and he will reach out to Bryan Powers to oversee the meeting.

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### **Open Discussion**

Kathy provided an update on the Liability insurance. Sue did reach out to another Insurance company and they are unable to quote it. She was looking for the Board's

permission to pursue the company she had originally got a quote for. At the next meeting she will have the formal quote to present to the Board.

**Adjournment**

Meeting was adjourned on motion at 6:16pm

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Sue George, Minutes Clerk