

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, August 25, 2020 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Rebecca Melton
Vice President (Interim), Treasurer and Secretary	Liz Biehler
Director	Mike Guinan
Director	Scott Thon
Director	Vince Pettrone
Director	Ted Rund Jr. (via phone)
Director	Joe Corsi (via Zoom)
Executive Director	Kathy Rayburn
Minutes Clerk	Debby Trillaud

Meeting was called to order by President Rebecca Melton at 8:05 am.

Salute to the flag.

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

Resolution #30-20VLDC

Acceptance of Minutes

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated July 21, 2020.

Financial Report

Payment of Bills – Abstract #08

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$4,960.71.

Resolution #31-20VLDC

Payment of Bills -VLDC

On a motion made by Scott Thon, seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$4,960.71.

Payment of Bills – Victor Business Connection

There were no invoices for the month of August, 2020.

Note: Resolution #31-20VLDC were included in the Balance Sheet totaling \$ 4,960.71.

Executive Director Report

August 2020 - ED/VLDC update

COVID Response/Business Support Initiatives

Business Financial support:

- All loan recipients restarted their payments on July 1. **We have a new Village business working on submission of the loan application to the VLDC.**
- The VLDC and Village Urban Renewal agency retooled the Façade program to be able to offer funds not only for traditional façade programs but COVID relief as well. Funds can be used for COVID related expenses/relief (rent, utilities, disinfecting supplies, COVID signage etc.).
- **14 applicants were notified of funding acceptance and deadlines. We have issued 8 reimbursements at the time of this report – still waiting on two approved for COVID relief – deadline is 8/25/20. The three Façade projects have until October to submit proof of work.**

Business Outreach:

- Kathy Rayburn hosted another zoom meeting on 8/10 – 16 businesses (Town & Village) participated.
 - The group decided on two promotional opportunities to help boost business
 - Mobile Merchant Market – Utilizing the 5 Saturdays in October we will move the mini event around to various locations in Town and Village. Amy DiPrima and Kathy Rayburn spoke to Mall Manager Mike Kaufman about holding one in the courtyard.
 - Victor Service/retail passport – this is designed to encourage customers to COME BACK. They will receive a “punch” for checking out participating locations and there is an on-line option as well.

- Businesses are experiencing low foot traffic and feel customers are still wary to come out to shop, dine etc.
- Now the email notifications are regarding changes/updates to executive orders, recently notified businesses of the upcoming road closure for the Rt. 96 round-about.
- Kathy will be implementing a regular “newsletter” with business updates, helpful hints and tips, webinar information etc. She hasn’t had the time to start this yet – she is working to collaborate this with Chamber and Town/Village to collect information and disperse.
- In-person business visits are increasing and business owners appreciate the face to face.
- Gyms/Yoga/fitness facilities were able to open indoors on 8/24 – masks are a requirement and inspections will be conducted by county/town within the next two weeks.
 - Many are opting to continue to operate outside due to the mask requirement.

Re-opening/Recovery

- **FLREDC** is currently working on the Finger Lakes Region economic recovery strategies and at Supervisor Marren’s suggestion to the FLREDC board, Kathy Rayburn is part of that team. She attended the first meeting on Friday 8/21 and volunteered to lead the retail/service group in identifying needs and strategies towards recovery. The group has a tight deadline for a final report due to the State by 9/25 but Kathy is looking forward to being part of this group and the benefits that will be available to Victor’s businesses once completed and approved.
- **Marketing Victor**
 - Kathy is currently working to develop a “punch” card to entice people to shop/buy local – *buyers that fill up the card are registered for a basket drawing. No cost to businesses. We have to build customer confidence to get them out again.*
 - Suzy Mandrino will be assisting Kathy with updates to the Real Estate locator on the Town Website/Economic Development Page. Kathy has been out taking pictures and gathering data in order to keep the information updated.
 - The VLDC board was working on a Developers Forum prior to COVID and Kathy will be suggesting that they re-tool that idea and focus on an intense recruitment of businesses to fill vacancies.
 - Kathy has suggested to the Supervisor that a ribbon cutting be held when the round-about is complete – working with the DOT.

- A template for a business/resident survey will be sent out. The template was designed by Main Street New York and is available to members. The information gathered will help prep for recovery steps.

Grants

- **FEMA – Town reimbursement for COVID related expenses**
 - Submitted one project for supplies & materials
 - Submitted one project for staff hours
 - To date we have not heard or have not received funding.

Positive Business Happenings:

- Sweet Basil Café opening soon at 2 East Main (Cobblestone). COVID stalled the construction process but they are moving now. Fresh Asian cuisine. **Now looking at September opening.**
- ESL – Project is moving forward at the site of the old Victor Coal & Lumber and Bottle & Can.
- Kim, Jack and Kathy are working on location assistance for a Welding/Assembly business in need of 100,000 square feet. – **decided on a location in Henrietta that was ready to go.**
- Mexican restaurant moving forward with a location in the Village also looking at potential loan funds from VLDC.
- Distillery Restaurant was slated to close the Victor location but is back in operation.
- Cobblestone Deli has reopened in Cobblestone Court plaza (Kmart).

Chamber/Economic Development Collaboration

The Chamber Director (Amy DiPrima) and Kathy continue to work on strengthening our efforts and unifying our outreach. Crises sometimes provide opportunities and in this case they both realize the importance of collaborating more and being able to be a combined unit of business resources.

Appointment of Officer Positions

The following have accepted their Board positions:

Resolution #32-20VLDC

Rebecca Melton nominated Liz Biehler for the Vice President position. On a motion made by Mike Guinan seconded by Vince Pettrone, the following resolution was ADOPTED: 6 AYES 0 NAYS 1 ABSTENTION

Resolved, that Liz Biehler was elected Vice President of the Board.

Liz Biehler accepted the Vice President position and the board approved.

Vice President – Liz Biehler – Officer’s position expires 8/2021

Resolution #33-20VLDC

Rebecca Melton nominated Joe Corsi for the Secretary position. On a motion made by Liz Biehler seconded by Scott Thon, the following resolution was ADOPTED: 6 AYES 0 NAYS 1 ABSTENTION.

Resolved, that Joe Corsi was elected Secretary of the Board.

Joe Corsi accepted the Secretary position and the board approved.

Secretary – Joe Corsi – Officer’s position expires 8/2021

Privilege of the Floor – No one requested privilege of the floor.

Open Discussion

Kathy put forth to the board that, because of the loss of revenue to businesses due to Covid-19, the VLDC Board is looking at different ways to gain revenue to turn into loans or grants for the local businesses.

There is a need for commercial landlords to be able to contact the VLDC so that the VLDC can find out how to help them find/recruit tenants. Some of the landlords still do not know about the VLDC. Although there are new businesses moving in there are many vacancies and predictably, because of Covid-19 caused business decline, more vacancies to come.

Vince mentioned that there was a division of businesses that should be categorized and that have different needs. There are the Village businesses; Brokers who have spaces available; and then the large developers and “Big Box” businesses. While some would benefit from grants, the larger developers would need help with finding businesses for vacant spaces.

The VLDC is thinking about sending a Survey to determine Community needs and possibly hold meetings with Community business property owners to assess needs. The VLDC would also like to market available spaces to businesses outside of Victor. Another possibility is getting monetary help from the County. One more idea that was brought up was to look into assisting businesses to sublet their space.

Joe indicated that with data regarding business addresses and vacancies he could produce interesting map visualizations and would be willing to work on that so the VLDC can see where needs are and with what type of businesses.

Executive Session

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS.

Resolved, to enter into Executive Session at 8:47 am for discussion of real property matters. Debby Trillaud remained.

On a motion made by Scott Thon, seconded by Vince Pettrone, the following resolution was ADOPTED 7 AYES 0 NAYS.

Resolved, to exit out of Executive Session at 9:36 am.

Adjournment

Meeting was adjourned on motion Scott Thon, seconded by Mike Guinan, at 9:38am.

Debby Trillaud, Minutes Clerk