

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, December 13, 2022 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:**

President	Liz Biehler
Director	Joe Corsi (By Phone)
Director	Brett Owen
Director	Vince Pettrone
Director	Mike Guinan
Director	Ted Rund Jr. (By Phone from 8:06am)
Director	Alyssa Serenis
Executive Director	Kathy Rayburn
Minutes Clerk	Gina Ko

The meeting was called to order by President Liz Biehler at 8:01 am.

Salute to the flag.

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

### **Resolution #25-22VLDC**

#### **Acceptance of Minutes**

On a motion made by Alyssa Serenis 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 November 15, 2022.

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### **Financial Report**

#### **Payment of Bills – Abstract #11**

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$1,352.65.

### **Resolution #26-22VLDC**

#### **Payment of Bills -VLDC**

On a motion made by Alyssa Serenis, seconded by Brett Owen, the following resolution was ADOPTED 6 AYES 0 NAYS

**Resolved,** that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$1,352.65.

## **Executive Director Report- Discussion**

### **Grants Update**

#### **CDBG grant update (Community Development Block Grant)**

The Town will hold a public hearing regarding final review of the CDBG grant and a review of the close out process on 12/27. Below is the final break down of funding disbursed, with two awaiting final submission to the State.

<b>Disbursement 1</b>	<b>June 15/22 Checks delivered</b>
Twin Elder Brewery	\$35,000
Apparel Printers Plus	\$35,000
	(\$70,000)
<b>Disbursement 2</b>	<b>July 26/22 Checks delivered</b>
Bistro 11	\$35,000
A& E Gifts	\$35,000
Sweet Basil	\$35,000
	(\$105,000)
<b>Disbursement 3</b>	<b>September 29/22 Checks Delivered</b>
Jarmusz	\$14,688
All County Lawn Tractor/Trailer Center	\$35,000
Victor Storage World	\$35,000
Breathe	\$35,000
	(\$119,688)
<b>Disbursement 4</b>	<b>November 10/22 Checks Delivered</b>
Level Up Nutrition	\$35,000
Group Tours	\$30,847
Jarmusz	\$20,312
	(\$86,159)

<b>Final Disbursement (in process)</b>	<b>Estimated to go to the State in December 2022</b>
Kulp Physical Therapy	\$35,000
Holiday Inn Express	\$34,153
	(\$69,153)
	<b>\$450,000 Total funds allocated as of 10/22</b> CDBG Award: \$500,000 \$20,000 Grant Admin \$30,000 Program delivery (accepted by NYS) (\$450,000 to dispersed to businesses)

**Adams Street Extension/Feasibility Study** – Labella is the consultant on this project and we have completed the study. The final report was delivered to the Town and committee members. As a reminder Adams Street Feasibility is funded through a combination of grant funds and a match from both the Village & Town. I am waiting for the final bill from Labella to process the paperwork with the State for reimbursement.

**Events**

**Jingle Mingle – 12/3** – The event was a huge success and we have received much positive feedback from businesses, attendees and wineries. There are many pieces to this event that means many hands involved to bring it to fruition. Huge shout out goes to Gina Ko for the day to day grind of reviewing details, confirming vendors and dealing with any snags that come up. Town hall staff assisted with decorations and games at the building, we had John Turner & Karen Lynch on Mead Park/Santa detail and many others that assisted us.

The numbers are in and we did very well – 344 paid attendees, 200 kids registered with their parents and many others that came to participate and watch the parade. Main Street was bustling! Some of the comments received below.

- *Comment through Website: Jingle Mingle was great. It was wonderful to walk into local establishments and see so many people and kids! This was very well done. Don't reserve this for Christmas time only. Keep it coming!*
- *Thanks to you and Gina for putting together a very well-done event! We were basically blown out of the water with customers, which was great. And, I think everyone loved the wine....we went through every*

*bottle and we brought quite a bit! – Pastel Cookie Company/Vinifera Winery*

- *We can't thank you enough - we had a great time with Kim at the Music Store!!! Please keep us posted on any upcoming events - we'd love to come!! Smokin' Tails Distillery*
- *Great job we had a great night at FingerLakes Cannabis Co. Thank you for arranging this.*
- *Good morning Kathy- Thanks so much for such a great event Saturday! It was wonderful!*
- *Thank you for doing such a great job with this event – we made record sales today – Sweet Basil*

The budget breakdown was distributed at the meeting.

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### **Open Discussion**

Alyssa, Brett, Joe and Ted all met and discussed marketing tactics for Victor. An idea was communicating of local businesses success stories and increasing attendants to Victor events. The grassroots group are looking into potential consultants that can help with the communication and vision for Victor. Kathy will be setting up a Zoom/ in-person meeting for the grassroots group and the committee members to discuss about next steps and ideas for the Village revitalization.

### **Adjournment**

Meeting was adjourned on a motion by Mike Guinan, seconded by Vince Pettrone and unanimously approved at 9:45am.

Gina Ko, Minutes Clerk