

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

MEMBERS PRESENT:

President	Rebecca Melton
Treasurer/Secretary	Liz Biehler
Director	Vince Pettrone
Director	Scott Thon
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Chris Caruana and Mike Guinan

OTHERS PRESENT: Ted Rund, Jr. from Thirsty Turtle Sports Bar

Meeting was called to order by President Rebecca Melton at 8:03am.

Salute to the flag.

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

Resolution #10-20VLDC

Acceptance of Minutes

On a motion made by Liz Biehler, seconded by Scott Thon, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated January 28, 2020

Financial Report

Payment of Bills – Abstract #2

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$5613.64.

Resolution #11-20VLDC

Payment of Bills -VLDC

On a motion made by Liz Biehler, seconded by Scott Thon, 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 on the balance sheet totaling \$5568.09.

Resolution #12-20VLDC

Payment of Bills – Victor Business Connection

On a motion made by Vince Pettrone, seconded by Liz Biehler, 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 \$45.55. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #11-20VLDC and #12-20VLDC were included in the Balance Sheet totaling \$ 5613.64

Executive Director Report

February 2020

Economic Development

Victor LDC

Reporting Period: February 2020

Business Outreach/Connections

Chamber of Commerce Bright Raven Gymnastics Annabel Elizabeth Boutique 60 Maple Avenue – Chris West Trader Joes – cold call Fresh Market – cold call City Manager – Geneva (DRI) FLCC Victor Campus Genesee Regional Bank ATT – Grand Opening Bank of America	Allstate Insurance – move Rawson Road Business park - manager Sweet Basil Café – New Bus. Spot Co-Work Palmers Methodist Church – use of community space 33 School Street ESL Bank New business (restaurant) New business (pop up flower bar)
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16th Annual Victor Business Awards – Thursday May 7th. Nominations are due NOW! If you have a submission, just send me the business/individuals name and we will see if it fits or if they have won before. The nomination committee will be meeting on 3/5 to review the nominations and select the recipients. Information is on the VLDC website that lists the categories/criteria – www.victorldc.org. Sue has mailed out the sponsorship information and commitments have begun to come in. Kathy will follow-up with phone calls as needed.

Adams Street Extension project – Town Supervisor Jack Marren attended a Village Board budget workshop on 2/10 to review the project, discuss the match needed for the grant and formally request a Village contribution to meet the match requirement. At the time of this report we have not heard back regarding the request.

Victor Business Forum – Victor Business Connection

Kathy received the report from the consultant following the forum, reviewed the report with her and have now scheduled a re-group of the forum for Tuesday March 3rd. The goal is to clarify some questions the group raised, provide feedback and prioritize the initiatives they identified. The group was unanimous in identifying Spooktacular as an event to continue but also expressed desire to focus on non-event business promotion.

VLDC/Economic Development Strategic Plan Implementation – The Board agreed to focus on two areas from the plan: Incubating Entrepreneurs and Marketing Victor. Based on that decision two projects have emerged that will support these efforts:

Developers Forum (marketing Victor for business attraction) – A sub-committee met last week and we may be redefining this in to a targeted marketing effort to two distinct markets developer and retailers. These two entities are looking for different information that would be handled with two separate interactions. The committee will discuss this at the next VLDC meeting and determine the next steps.

We will regroup with Harris Beach and LaBella Associates to coordinate as they have worked on these initiatives in other communities. We will also include discussion with the County IDA.

Incubating Entrepreneurs – We need to fill building vacancies and there are a two components to this:

Business plan contest - this is a creative way to fill vacancies, attract businesses that will complement the surrounding businesses and will have a Village focus. Board member Chris Caruana is engaged in this project utilizing his skill and we are currently working on gathering examples of similar contests and incentives.

Microenterprise Loan Program – this is an application process through CFA where the VLDC would apply for \$200k and if awarded would be utilized the funds as grant money to businesses we are trying to attract. I have received a quote from Labella to assist in applying for this grant and will review with the board at the February meeting.

Downtown Revitalization Initiative (DRI grant) – with the completion of the Village revitalization plan, Access Management, Rt. 96 Corridor Study and the Comprehensive Plan we are in a good position to apply for \$10 million in grant funding through the CFA process. A committee consisting of Kathy, Carol Commisso, Meg

Chaides, Mike Stockman and Bob Kelly are working with two LaBella Associates representatives to put the application together. Kathy will be speaking with Sage Gerling – City Manager of Geneva – who was successful in gaining this funding to learn some best practices. This initiative is a community effort (Town and Village) and will require a team effort.

Victor Library Relocation – as reported previously Kathy has been working on a Building and Grounds committee to assist with the possible relocation of the Victor Farmington Library. The Library is still working with the Village to appeal the reverter clause that exists on the current building.

VLDC Annual Audit – Sue gathered the information needed for the VLDC annual Audit and worked with them last week while they reviewed material provided. They were only here one day because Sue is extremely organized and had everything ready for them! The board will receive a draft report when completed.

Victor Chamber of Commerce – new Executive Director Amy DiPrima – Kathy worked with Amy on her two business locations here in Victor, committees and more. She now has the pleasure of coordinating with her on Victor Business initiatives and it is going very well. Kathy will be attending the Women of Excellence event in March and has been working with the Chamber on their events committee. They are working towards non-duplication of efforts and working as a team to support business!

-West General Contractor's real estate agent had a done a traffic count for Maple Avenue. A few board members were curious and Kathy will get the results of that for them.

-Kathy will reach out to one of our loan applicants to reconvene with him as the committee said they would after 6 months. Kathy will set up the meeting with him and the loan committee.

Resolution #13-20VLDC

Appointment of Board Member

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

Resolved, Ted Rund, Jr. was nominated to fill the board seat vacated by Carol Commisso. Ted Rund, Jr. accepted the nomination.

Director – Ted Rund, Jr. - Term expires 1/2023

Kathy told Ted she would get a VLDC binder prepared for him and if he had any questions to feel caught up they could meet at another time.

President's Report

Rebecca met with Scott, Vince and Kathy last week to discuss the Developers Forum. Kathy and Rebecca would like Vince and Scott to lead this initiative. Rebecca feels Vince's knowledge and expertise in the real estate area is an asset to planning this forum correctly. They both accepted the role. Rebecca reminded them to rely on the rest of the board as needed.

Rebecca discussed the misinformation on social media about the Town and Village of Victor, specifically about possible development happening. Kathy feels to combat this perhaps our website should have accurate information on it. Vince also agreed and suggested to direct them to the specific website with that information- which has to be accurate and up to date. Chris could help us with this.

Rebecca exited the meeting at 8:33

Open Discussion

The board discussed various businesses and vacant properties throughout the town. Ted talked about his own business a little bit.

Scott asked Kathy about the Adams Street Extension project that is mentioned in her report above. Kathy explained it in a little further detail. Vince brought up the fact that the Route 96 businesses with front access will now have back entrances also.

Kathy talked about SPOT Co-work and how it is growing and he is looking for another building.

Adjournment

Meeting was adjourned on motion at 8:54am

Sue George, Minutes Clerk