

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, January 23, 2024 at the Victor Town Hall, 85 East Main Street.**

<b>MEMBERS PRESENT:</b>	President	Liz Biehler
	Vice President	Alyssa Serinis
	Director	Joe Corsi (on the phone)
	Director	Ted Rund Jr
	Director	Mike Guinan
	Director	Kevin Overton
	Director	Brett Owen
	Executive Director	Kathy Rayburn
	Minutes Clerk	Gina Ko

The meeting was called to order by President Liz Biehler at 8:00am.

Salute to the flag.

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

**Resolution #01-24VLDC**

**Acceptance of Minutes**

On a motion made by Ted Rund Jr. 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 December 19, 2023.

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**Financial Report**

**Payment of Bills – Abstract #1**

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$1,282.11.

**Resolution #2-24VLDC**

**Payment of Bills -VLDC**

On a motion made by Liz Biehler, seconded by Ted Rund Jr., 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 \$1,282.11.

**Resolution #03-24VLDC**  
**Organizational Approvals**

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

**Resolved**, that the Victor Local Development Corporation has reviewed and approved the annual organizational business appointments (meeting dates for 2024, designating the bank of records, the newspaper of record, re-appointment of the executive director and the attorney).

**Resolution #04-24VLDC**  
**Board Appointments – Renewing Terms**

On a motion made by Ted Rund Jr. seconded by Brett Owen, the following resolution was ADOPTED 6 AYES 0 NAYS.

**Resolved**, that the Victor Local Development Corporation has approved renewing the Executive Director term for Kathy Rayburn.

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**VLDC/Economic Development Update**

- **Grants Update**
  - The Town project list is stored **on the S: drive under Economic Development/Grants.**
  - **Raise Grant - Adams Street Extension** – The due date for the grant would be end of February. The VLDC does not have a clear path forward until they receive notification from the STB regarding the railroad abandonment.
  - **NYMS** – New York Main Street –
    - The Village has been approved for \$335,000 to disperse to eligible building owners for interior & exterior renovations.
    - RFP for administrative services has been posted – responses due 1/31.
- **Business News**
  - Bleu Dog Drink company – 33 West Main & Alices Red Rose Boutique – 10 East Main – 2/3 ribbon cuttings scheduled with the Ontario Co. Chamber.

- Trinity Performing Arts – Phoenix Mills Plaza – Grand opening was held on 1/6.
- A Good Measure bakery – 2 East Main St. – Kathy met with owners about expansion plans.
- Lite Coms – Victor Mendon Rd – working on a new building in front of existing that would enable them to move forward with a \$500 million military contract. County ED, Town Planning & Building, Jack, and Kathy worked with them. We just heard the project is still on track and they will be submitting to Town soon with plans.
- Original Steves Diner – coming soon to Commerce Drive. Kathy been in touch with their marketing person and will be coordinating on the Grand opening.
- Six 50 will be closing permanently on 1/20 and they do have a tenant – She has nothing confirmed as to who that is yet.
- Pastel Cookie – 90 West Main will soon be adding café to their name – offering soups, sandwiches & freshly baked breads.
- A new franchise operator reached out regarding locating in the Commerce Drive Plaza.
- **CRM Software**
  - The Economic Development department has a contract in place with Executive Pulse CRM. A web-based database platform designed specifically for government, economic development.
  - The County ED department has used this software for years to track business information, building specs, real estate and generate reports.
  - Kathy is currently working through items that she need to get to them for uploading.
  - Training is part of the package.
- **Town Event Sponsorship update:**
  - 2024 Contract has been signed.
  - Brian Emelson organized a meeting with Barndoor Events and Parks & Rec to review the event calendar and goals for sponsorship.
  - Barndoor events updated the sponsorship package to be sent to potential sponsors.
  - Kathy attached the 2024 event schedule.
- **VLDC Specific**
  - Annual Audit scheduled for 2/20
  - The board will have the annual organizational meeting on 1/23
  - Any outstanding Façade program invoices are due from applicants for reimbursement, emails have been sent as reminders.
  - Kevin Overton has joined the VLDC board.
  - Coordination of the 2024 Façade program will begin in February.

- **Miscellaneous but relevant**

- Met with the new Director of the Ontario County Chamber to form an improved presence in Victor.
- Attended a virtual networking event coordinated by the Greater Rochester Chamber
- Jack, Rich and Kathy will be attending a program coordinated by the Association of Realtors and Rochester Home Builders Association. They will be outlining the current real estate trends both commercial and residential.
- Gina and Kathy attended a Finger Lakes Visitor Connection Tourism event at Dicks House of Sport.

### **Open Discussion**

Board Member Joe Corsi will take lead again this year on the Façade Program. The committee will consist of Alyssa Serinis, Kathy Rayburn, Carol Commisso, Brett Owen. They will be discussing a few changes in the application for 2024 at their next committee meeting.

Kathy Rayburn asked the Board for their input on what LDC projects they should focus on this year.

### **Adjournment**

Meeting was adjourned on a motion by Alyssa Serinis, seconded by Brett Owen and unanimously approved at 8:52am.

Gina Ko, Minutes Clerk