

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, July 18, 2023 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Liz Biehler
Director	Joe Corsi by Phone (8:05)
Director	Brett Owen
Director	Ted Rund Jr.
Director	Mike Guinan
Executive Director	Kathy Rayburn
Minutes Clerk	Gina Ko

ABSENT: Vince Pettrone, Alyssa Serinis

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 #18-23VLDC

Acceptance of Minutes

On a motion made by Mike Guinan seconded by Brett Owen, the following resolution was ADOPTED 4 AYES 0 NAYS.

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated June 27, 2023.

Financial Report

Payment of Bills – Abstract #7

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$394.37.

Resolution #19-23VLDC

Payment of Bills -VLDC

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

Resolved, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$394.37.

VLDC/Economic Development Update

Village Façade Improvement Program

This is a program funded by the Victor LDC and Village Urban Renewal agency.

- Committee consists of: VLDC board members Joe, Brett & Alyssa and Carol Commisso
- 20 Submissions were received and They are able to fund 9.
- The committee used a new scoring metrics to rank each project based on three main criteria – Village need, impact to the business, ability to execute.
- All applicants have been notified as to project approval or denial.

Community Events

- **Victor Music & Food Fest – VMFF – 8/12**
 - Village event put on by Barn Door events (Karen Lynch)
 - John Turner and Kathy Rayburn are assisting with various tasks to help
 - This is a free event with 3 stages, 5 bands, food trucks & local restaurants & fireworks.
- **Hometown Day – 9/9**
 - A&E Gifts owner Aimee Cain is the coordinator of this event
 - Kathy is assisting with some elements like music & logistics
 - Local restaurant food court will be set up in Fire on Main Parking lot
- **Climb Aboard Victor – 9/16**
 - Councilman Cusimano is working daily on the coordination of this event.
 - Gina and Kathy are his wingmen!
 - Gina has been processing the to register for the event.
 - Bigger and better than last year – more details to come.
- **Spooktacular – 10/27 & Jingle Mingle**
 - Both of these events are coordinated by Economic Development Department

- Planning has started for these two events
- Outreach to breweries and wineries has begun

- **Grants Update**

- Town Projects – Kathy put together a spreadsheet of current/future Town projects in need of funding. This was shared with Town departments for input and then sent to Labella. It includes project information, funding needed, potential funding streams and deadlines. Going to use this going forward to keep us on track with grant deadlines – will add to it as projects come up.
- Village Revitalization efforts – Working with the Village (Carol Commisso) on the application for a NY Main Street grant. Assisted in outreach to local businesses/building owners to submit projects to be included in the grant. Assisting with outreach for letters of support.
- CDBG – finalized all the funding distributions. They are working on the final closeout of the grant with the State representatives.
- Adams Street Grant – still working through the process for reimbursement with ESD representative. She is waiting for the final grant disbursement agreement to be sent so we can proceed with reimbursement to the Town/Village.

- **Wellness Committee** – Gina Ko has been working on the committee starting shortly after she joined full time here. She has recently stepped-up during Peg’s absence – communicating with Peg on various things. Gina and Jack attended an off-sit FLMHT meeting in Henrietta to update the group on the Town of Victor’s wellness initiatives. Gina and the wellness committee met to discuss upcoming wellness challenges and designate leads for those.

- **Eastview Victor Promotional Kiosk** – Suzy Mandrino was handling this for our office for quite some time since Sue George left. Gina Ko has now taken that off Suzy’s plate and began outreach to community organizations for material to include in the next video. This is located just outside the Macy’s store.

- **Town Sponsorship Program** – Barn door events owner, Karen Lynch and Kathy have been coordinating on reminder invoices to various sponsors. Commitments have exceeded 2022 and some additional outreach is taking place for a few more sponsors for the Fall/holiday events. All of the Town events received sponsorship except for the Youth Fishing Derby and we exceeded last year’s total by \$13,000 (if everyone pays!).

- **Miscellaneous but relevant:**

- 14 Railroad Street – working with new owners on securing funding and tenants.
- Eastview Mall management reached out to me for assistants in a weekly event on Thursdays near the Sundial. Kathy was working on securing some local artists, breweries etc. to be on-site each Thursday for 8 weeks. Response was inconsistent and after discussion they decided to go in a different direction.
- Meeting with Ontario County Chamber board president this week after the termination of most recent director Ethan Fogg.
- Jack & Kathy met with Congresswoman Tenney's staff, Stephen Simonetti to discuss workforce issues as well as tax initiatives.
- Met with Jim Armstrong – Business Outreach specialist for Ontario County Economic Development- to review Victor Business visits he's been on and discuss next steps with some.

Open Discussion

Kathy notified the board that a business, Victor Music Experience, had submitted a loan application and asked the loan committee to review the application.

Liz Biehler and Kathy had a meeting with Deputy Mayor, Mike Crowley, to introduce Mike and Liz and to discuss LDC initiatives and the Village support. They reported to the board that the meeting went very well and that Liz and Mike will be meeting again to further their discussion.

Kathy informed the Board that she had a good meeting with Board Member Vince Pettrone. He has decided to resign from the Board, but he will still be working with Kathy on real estate in Victor. Vince was planning on coming to the meeting to let them know about his resignation, but unfortunately was not able to make it.

Adjournment

Meeting was adjourned on a motion by Brett Owen., seconded by Mike Guinan and unanimously approved at 8:30am.

Gina Ko, Minutes Clerk