

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, March 28, 2023 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

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

The meeting was called to order by President Liz Biehler at 8:03 am.

Salute to the flag.

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

Resolution #09-23VLDC

Acceptance of Minutes

On a motion made by Alyssa Serenis 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 February 28, 2023.

Financial Report

Payment of Bills – Abstract #3

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$1,320.02.

Resolution #10-23VLDC

Payment of Bills -VLDC

On a motion made by Ted Rund Jr., seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$1,320.02.

VLDC/Economic Development Update

Manufacturing/Technology Talk – March 29th, FLCC Victor Campus

Collaboration with the Ontario County Chamber to organize a discussion forum with Victor manufacturing & technology businesses. At the time of writing this report, Kathy has 10 Victor businesses attending and representatives from the County, Workforce Development, Town and Chamber. The purpose of this is to stimulate conversation regarding issues, needs, common obstacles and get people in similar businesses communicating. Her hope is to repeat these possibly on a quarterly basis and work with other business industries like Retail, Service etc. to conduct similar forums.

Façade Program – VLDC and the Village URA will launch the building improvement program this week with mailings to building owners and informational emails to business owners. Joe Corsi from the VLDC board worked with Carol Commisso and Kathy to review and update the material that is sent out. This is a commercial building program and those that qualify are required to be within a targeted area in the Village. This is a matching grant program which means the applicant will be required to contribute half of the cost of improvements with a cap of \$5,000 in grant funds for each project. The VLDC board agreed to increasing the funding amount this year to \$22,000 and the URA is contributing \$8,000 so the total amount available for grants is \$30,000 for 2023.

Victor Business Awards – 2023 Victor Business Awards will be held on Thursday 5/11 at Cobblestone Creek CC. All winners have been notified, press release submitted to media outlets, sponsors have been coming in, invitations mailed and Gina is receiving reservations.

Sponsorships – We are overseeing the sponsorship program that Barndoor Events has launched and witnessing the benefits of coordinating on this. Kathy and Gina met with Karen Lynch last week to review and discuss additional outreach, invoicing and tracking. This program is going well and She feels it will continue to improve. Having ONE point of reference for program supporters creates a clear path for them and eliminates confusion. They will continue to adjust as we move forward but have already exceed 2022 sponsorship amounts – see the report attached.

VLDC Annual Audit – Kathy and Gina received the final reports from the auditors and will provide copies to the VLDC board and one to Rich. Kathy was very pleased with the

report, couple small things to consider like not paying SANTA cash from the Jingle Mingle proceeds. Even though they had a signed receipt they would rather see a check.

Memorial Day Parade – Monday May 29th – Planning is well underway and they have received great response from past participants. Bagpipes and Mike Speranza will join in the festivities this year – Mike will be on a trailer playing some good tunes and encouraging people to join us for the Victor Music & Food Fest in August. Victor Dodge Jeep is the presenting sponsor this years so Kathy is sure they will see some of those vehicles! The veterans will be escorted in some classic cars coordinated by John Turner and Jason Weld.

Open Discussion

The VLDC Board discussed the 14 Railroad street incubator project. Kathy met with the potential buyers who have a letter of intent on the property. She followed up that meeting with Vince Pettrone and the County to inquire about any assistance they can provide. Unfortunately, due to the project being predominately retail, the County cannot assist in certain programs, but the project would be eligible for the Loan Program. The maximum amount of retail space that the county can help with is 30%. However, this is not a dealbreaker for the potential owners. They are still very excited and are most likely to apply for the loan. Kathy set up a meeting for them with Code enforcement in the Village because they have some ideas to run by them.

Kathy asked the Board if they were interested in working with the potential owners and have a space in the building for educational purposes for small businesses such as financial, business plan writing, marketing/ social media, etc. The Board discussed the idea and the incubator project. They have decided that it may not be the right time to move forward with the project. Kathy will still be helping the potential owners find tenants for the building. They have decided they should continue with the goal of helping the small businesses of Victor and help bring businesses here.

Adjournment

Meeting was adjourned on a motion by Ted Rund Jr., seconded by Mike Guinan and unanimously approved at 8:57am.

Gina Ko, Minutes Clerk