

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, October 27, 2020 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: Secretary Joe Corsi
Director Mike Guinan
Director Scott Thon
Director Vince Pettrone
Director Ted Rund Jr.
Executive Director Kathy Rayburn
Minutes Clerk Debby Trillaud

MEMBERS ABSENT: President Rebecca Melton
Vice President & Treasurer Liz Biehler

OTHERS PRESENT: Amy DiPrima, Executive Director Victor Chamber of Commerce

Meeting was called to order by Director Scott Thon at 8:04 am.

Salute to the flag.

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

Resolution #36-20VLDC

Acceptance of Minutes

On a motion made by Mike Guinan, seconded by Vince Pettrone, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated September 22, 2020.

Financial Report

Payment of Bills – Abstract #10

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$837.34.

Resolution #37-20VLDC

Payment of Bills -VLDC

On a motion made by Ted Rund Jr., seconded by Vince Pettrone, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$824.59.

Resolution #38-20VLDC

Payment of Bills – Victor Business Connection

On a motion made by Ted Rund Jr., seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$12.75.

Note: Resolution #38-20VLDC were included in the Balance Sheet totaling \$ 837.34.

Executive Director Report

October 2020

Economic Development/Victor LDC Update

Victor Community Development Office

Chamber Director – Amy DiPrima – and Kathy Rayburn continue to make progress on formalizing their partnership and establishment of the Victor Community Development Office. They are currently working to structure the partnership levels and coordinating benefits offered under each. Our goal is to be ready to launch the entire concept on January 1st however communication will go out at the end of November to highlight the effort.

Amy and Kathy have attended a Village Board meeting and will be addressing the Town Board on 11/9. A landing page for the partnership has been established, www.victorcdo.org, which will provide an overview of the venture and contain information on Economic Development, VLDC, Chamber and more. Links to those pages will be provided. The Chamber is working on redeveloping their website. Amy DiPrima coordinated the printing of a community guide through the Genesee Valley Penneysaver which will feature a cover story about the partnership and be distributed at the end of November. The article is now in the process of being edited.

Victor Recovery Initiatives:

Small businesses have been hit hard and are financially fragile. Businesses are reducing hours to combat business lulls and shifts in customer habits. Many business owners are trying to be creative and come up with unique ways of marketing to customers, but the response is not reliable. Consumer confidence is low – apprehensive about returning to traditional in-store shopping. The Chamber and Economic Development are working together to promote and support these businesses, while being conscious of COVID-19 guidelines.

Mobile Merchant Markets – this idea was built after a zoom meeting with about 18 merchants (Town and Village) to promote local businesses and get customers back in the stores. Utilizing the five Saturdays in October we will move a “sidewalk sale” around Victor.

10/3 – Village Main Street

10/10 – Eastview Mall Courtyard

10/17 – Twin Elder Parking Lot

10/24 Walmart Lot – Not held due to lack of vendors

10/31- Village Main Street

Light Up Victor – Saturday 12/5

In lieu of Christmas in the Village, we will host a holiday celebration featuring pop-up shops in vacant store fronts, open house for existing businesses, drop off site for letters to Santa, basket raffles, strolling Olaf character and more. The message to Light up Victor will be communicated to businesses and residents throughout Victor to decorate for the season. We might not be able to celebrate as usual but we can be positive and demonstrate some holiday spirit Town wide!

Facebook/E-commerce course

Amy and Kathy worked with the Caruana Group to come up with a 5 session course designed to educate businesses how to market successfully via social media and prepare for e-commerce sales. We sent invitations to the Chamber Member list and the business list the VLDC/ED maintains. The class is virtual and starts this week!

Funding for Business assistance/relief – *Consistent feedback from business owners is needed for Cash Flow. While we wait for the next round of stimulus funding to get approved we are working to find alternatives. Many are financially fragile and very concerned about making it through the next several months as it is unknown what lies ahead regarding the virus.*

The VLDC is currently maxed out on the revolving loan fund to support Town businesses (funds are loaned out) and Kathy is looking at potential resources to supplement that effort. Our Village revolving loan fund currently has about \$13,000 to loan and the existing loans against that account are ALL paying their monthly payments which replenishes that account. Fundraising is a challenge right now and I am open to non-traditional ideas to supplement these funds to be able to assist local businesses.

Marketing Victor

- Kathy is working with Channel 13 to produce a series of spots targeting start-up businesses and those looking to relocate. These are paid spots on Channel

13 and will feature Kathy Rayburn and Amy DiPrima selling Victor! We shoot the commercials 10/29.

- Vacancies – A VLDC board member is working on a “heat” map to identify/target specific areas in Victor that are experiencing the most vacancy.
- The VLDC board was working on a Developers Forum prior to COVID and Kathy suggested using the mapping mentioned above to re-tool that idea and focus on an intense recruitment of businesses to fill vacancies.
- A template exists for a business/resident survey that will be sent out. The template was designed by Main Street New York and is available to members. The information gathered will help prepare for recovery steps.

Grants Update

FEMA – Town reimbursement for COVID related expenses

- Submitted one project for supplies & materials - **Notified that Town will be reimbursed for \$10,000 of the \$13,000 submitted.**
- Submitted one project for staff hours - **Notified that the submission for staffing hours has been denied by FEMA**

Kathy has reached out to the team at Labella and is looking to meet next week to review/align existing Town projects with grant opportunities. Keith Maynard and Kathy Rayburn discussed potential projects with the Labella team via zoom regarding notifications received of funding from UPWP and the Hazard Mitigation Grant Program. Below is the outcome of that meeting:

- **The Town submitted a grant application under UPWP requesting \$45,000 to build on the completed Access Management plan and assist with planning & budget for the road improvements.**
- **A letter of Interest was submitted for grant funding under the Project Scoping category of the Flood Mitigation Assistance Program. This is administered through FEMA and would assist with the Boughton Park Dam project.**

Positive Business Happenings:

- Sweet Basil Café located at 2 East Main (Cobblestone) – **IS OPEN!**
- Currently assisting an existing business with a relocation.
- Hobby Lobby is on schedule with the building renovation in the old Kmart space.
- Mexican restaurant moving forward with a location in the Village also looking at potential loan funds from VLDC. – **Still in process.**

Privilege of the Floor – No one requested privilege of the floor.

Open Discussion

Amy DiPrima, Executive Director Victor Chamber of Commerce, introduced herself to the Board. She spoke regarding the new Victor Community Development Office. The Chamber and VLDC had similar events and award ceremonies and the two organizations also asked the same businesses for sponsorships. The combined organization will help ensure there are no duplications or competition and will work smarter, not harder, to benefit the community. The VCDO will also work to pool resources with the Village of Victor and the Victor School District to benefit the community. Kathy mentioned that the financial side of both organizations would probably only merge in 2022.

Joe Corsi presented his project. He specializes in Data Analytics and is able to use data to create a visual picture! The Board had discussed the building vacancies in Victor and Joe's extensive spreadsheet of Victor addresses / businesses, classified by industry (i.e. restaurant, bank automotive, athletics, real estate, hotel), can be seen on a map of Victor with different colors representing different criteria; one being vacant building areas. More data can be collected and added to the spreadsheet including square footage of available space. That would help indicate size of specific locations for incoming businesses. Kathy indicated that the number of employees of a business is valuable data because some grant opportunities need that criterion. This spreadsheet on current data for available properties will be shared with Board members in the future on a site where it can be available to all, and eventually for the public. Everyone that that the spreadsheet was very impressive and valuable to the VLDC & VDCO!

The VLDC members spoke regarding their personal accomplishments, happenings and the effect COVID-19 during the last month and how they try to keep safe.

Adjournment

Meeting was adjourned on motion a motion by Mike Guinan, seconded by Joe Corsi and unanimously approved at 9:25am.

Debby Trillaud, Minutes Clerk