

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 24, 2019 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Rebecca Melton
Vice President	Chris Caruana
Treasurer	Liz Biehler
Secretary	Carol Commisso
Director	Mike Guinan
Director	Bob Senn
Director	Scott Thon
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT:

OTHERS PRESENT:

Meeting was called to order by President Rebecca Melton at 6:06pm.

Salute to the flag.

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

Resolution #36-19VLDC

Acceptance of Minutes

On a motion made by Scott Thon, seconded by Bob Senn, the following resolution was ADOPTED 6 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated August 27, 2019

Financial Report

Payment of Bills – Abstract #9

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$9803.34.

Resolution #37-19VLDC

Payment of Bills -VLDC

On a motion made by Scott Thon, seconded by Chris Caruana, the following resolution was ADOPTED 6 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$5310.56.

Liz Biehler entered at 6:09pm

Resolution #38-19VLDC

Payment of Bills – Victor Business Connection

On a motion made by Mike Guinan, seconded by Scott Thon, the following resolution was ADOPTED 7 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 \$4492.78. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #37-19VLDC and #38-19VLDC were included in the Balance Sheet totaling \$ 9803.34.

Executive Director Report

September 2019 – No written report

Kathy discussed the Façade Improvement signs that have been placed project sites. There are still a few that haven't started their projects but they do have until October 31st to have everything completed.

Kathy reported on the new event called the Downtown Bash, which was held September 7th at Fireman's field. Kathy handed out the budget for that event. She feels changes can and will be done to tighten up the expenses. She would like to know if the Board feels we should continue this event next year.

Discussion took place regarding improvements, changes, and the possibility of moving the event away from Hang Around Victor Day (HAVD) since people didn't know it was put on by a different organization. Kathy reminded the board that the Victor Business Connection (VBC) presented a proposal to the Chamber incorporating the Downtown Bash and the Devil Dash, which was turned down. Board member Liz Biehler is on the Chamber event committee and will discuss this matter and report back to the VLDC board.

Liz suggested selling our surplus of wine glass inventory for a reduced cost on the website. There were much support on this idea, with many suggestions. Rebecca assigned Liz and Chris to get together and brainstorm the best way to sell these glasses.

Rebecca thought the Board should have shirts that have VLDC on them for when they are at events, it brings some notoriety.

Kathy turned it over to Rebecca to talk about the Strategic Plan to review her discussion with Ed Flynn from LaBella Associates. The VLDC has been interested in two different plans. 1. Marketing Victor 2. Incubating Entrepreneurs.

Discussion took place regarding Village vacancies and the difficulties in attracting/retaining business in the Village. It was noted that there are existing road blocks with code enforcement and process that deter developers/new business from engaging. The word on the street is negative and that needs to change – that's why the development is happening around the Village. The developers forum, new loan program and business plan contest will work to reinforce the position that we are OPEN for business.

President's Report

Rebecca met with Ed Flynn to discuss options that would move the strategic plan forward. Rebecca asked for the board's feedback:

1. LaBella Associates and Harris Beach Law firm will work with the VLDC to host and run a Developers Forum. Harris Beach has a list of potential Developers, they usually host them at a hotel, banquet room from 3pm to 5pm, socializing could be done afterwards. Our input in this is providing LaBella Associates and Harris Beach the available properties information such as, lease or sale price, square footage, amenities, etc.. We could even use a shuttle system and show them the properties and have the owners and landlords be on site ready to answer questions from the developers. Also those owners/landlords would be invited to the forum. If the board decides to do this, a date for spring of 2020 should be picked soon and Save the Dates sent out. We will also coordinate with Kim Kinsella, Director of Planning and Building.
2. Rebecca handed out a document on Microenterprise Assistance program that Ed Flynn wrote for another town, which is flourishing. How it works is the VLDC can apply for \$200k grant through the Consolidated Funding Application (CFA), then we can give matching grants to new business applicants trying to come in up to \$35k. They would have to match 10% of their own money. The businesses have a business plan, etc and can use it for anything except to pay down previous debt.
 - a. The Microenterprise is described as five or less employees. Also either the owner or 51% of the employees have to be low to moderate income.
 - b. Rebecca suggested a contest per say to get the businesses to come to Victor. Incentives could be, for example, six months free rent with VLDC picking up rent and the owner picking up a few months.

Kathy had heard of a program the city of Rochester did similar to this, called Race for Space. Finance, Legal, Marketing, etc information would be available for the new business owners. She mentioned that this also coincides with the Village Revitalization Plan and also fits our Strategic Plan.

There was much discussion on how to get restaurants, bars, artisans, entertainment, etc into the village, along with the items above. It was asked if the Village could offer any kind of incentives. Kathy will look into tax abatement.

Open Discussion

The discussion reverted to the new library project, Liz Biehler wondered if there was anyway the VLDC can help. Kathy suggested bringing a few library representatives to a VLDC meeting. Kathy would try to find out at the library meeting she is attending what their stumbling blocks are. There was discussions on the various locations the library is currently looking at. Scott suggested that a letter be written to the library board that is a statement of direction as to what the VLDC believes to be the best course for the Village/Town and Library. We should tell them that we will help them find the best location. Scott will write the letter with Kathy.

- Bob Senn asked if we would be picking a date for the Developers Forum next year. Rebecca said she would work with Kathy on that.
- Chris could start looking into how to advertise the Save the Date for the Developers Forum.
- Kathy reminded the group the CFA is due in July.
- Kathy will send Chris links on the Race for Space examples and how we can market our own version.

Adjournment

Meeting was adjourned on motion at 7:21pm

Sue George, Minutes Clerk