

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 26, 2023 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Liz Biehler
Director	Joe Corsi (8:06am)
Director	Brett Owen (by phone)
Director	Alyssa Serinis
Director	Mike Guinan
Director	Ted Rund Jr. (8:04am)
Executive Director	Kathy Rayburn
Minutes Clerk	Gina Ko

The meeting was called to order by President Liz Biehler at 8:02 am.

Salute to the flag.

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

Resolution #22-23VLDC

Acceptance of Minutes

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

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated August 22, 2023.

Financial Report

Payment of Bills – Abstract #9

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$3,757.97.

Resolution #23-23VLDC

Payment of Bills -VLDC

On a motion made by Liz Biehler, seconded by Alyssa Serinis, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$3,757.97.

VLDC/Economic Development Update

Village Façade Improvement Program

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

- Committee consists of: VLDC board members Joe, Brett & Alyssa and Carol Commisso from Urban renewal/Village board.
- 20 Submissions were received, and they can fund 9.
 - Projects completed:
 - 72 West Main (Lovely Bride Bldg)
 - 1 East Main (Hopper Hills)
 - 66 School St. (Care A lot daycare)
 - 15 West Main (Library)
 - Bates Law Firm
 - Projects Underway
 - 62 West Main (Slippery when waxed bldg.)

Community Events Update

- **Hometown Day – 9/9 10am – 4pm**
 - The Rain was steady most of the day, but people still came out. Restaurants and other brick & mortar businesses did well. Vendors didn't see the numbers they had hoped for. Most were very positive about the event.
 - A&E Gifts owner Aimee Cain is the main coordinator of this event, with support from ED/VLDC office.
 - The Devil Dash race put on by the VCS foundation took place at 10am on a start and finish on Adams street. – **200 runners.**
- **Climb Aboard Victor – 9/16 – 9am – 3pm**
 - The estimated attendance is 5000!
 - Stellar weather and coordination of this event.
 - Councilman Cusimano had a vision, and it exceeded all expectations.
 - Gina Ko is our Social Media guru and worked her magic for this event!
 - Check out the video produced by Elevate Photography.
 - <https://www.youtube.com/watch?v=-Ddf-MFBLSc>
 - We are meeting for a debrief next week and look forward to Climb Aboard 2024.

- **Spooktacular – 10/27 & Jingle Mingle 12/2**
 - Both events are coordinated by Economic Development Department with assistance from Karen Lynch and some Town employees.
 - The Town goblins and elves are currently assisting with decorations!
 - Gina is working on taking registrations for participating businesses, breweries and wineries.
 - She is also working on all promotional aspects of both events.

Tackling the business workforce issue: – many of the local businesses are struggling to gain employees. The Pennysaver front cover ran on 9/15 with eight Town & Village businesses advertising. Kathy has several other businesses who have inquired and were put on a waiting list. Looking at another possible run and will add a social media push to it as well. The VLDC will pick up a portion of the cost and in doing so reduced the cost for each advertiser to \$75. The circulation of this

Grants Update

- With input from Town department heads, Kathy put together a list of upcoming projects that will need funding assistance through grants. Working with Labella we then identified the potential funding sources for each project and timing. **The list is stored on the S: drive under Economic Development/Grants.** We will continue to use this document to stay on top of dates & next steps.
- **Raise Grant - Adams Street Extension** – No update at this time.
- **NYMS** – New York Main Street – Village applied with assistance from me, waiting for funding announcements in December.
- **CDBG** – we received a STELLAR review from our state representative when they came to Town Hall earlier this month for an audit of the program. This is in large part because of the efforts of Mike Cocquyt from Labella. The level of detail required for each one of the businesses who received the grant was high and required much hand holding. After the audit we visited three businesses that received the funds from the program – Apparel Printers Plus, the Trailer Store and Sweet Basil Café.
 - They have one business that did not meet the national objective for pay to a new hire and was required to return the funds. We have submitted a suggested plan for RE-Disbursement of those funds to the businesses that were part of the program. All was approved by the state and committee.

Those checks should be cut and distributed within the next couple of weeks.

Business Visits and new businesses:

- Trying to meet with Old Pueblo – they have had a steady stream of customers since opening.
- A & E gifts is open in the former Alex & Ani space – grand opening in October.
- Highpoint Fall bash is taking place on 10/21 – more information to come.
- Thirsty Turtle business visit
- Met with owners of 14 Railroad to review status and assist with potential tenants.

Town Sponsorship update:

- Kathy is very pleased with where we are for 2023 and more pleased with the efforts by Karen Lynch of Barndoor Events. Karen is professional and goes above and beyond with outreach and support. They will be adjusting some of the levels for 2024 and adding to Climb Aboard.

Victor Town Events 2023 Sponsorship		
Town Events	2023	2022
Winterfest	\$ -	\$ -
Easter Egg Hunt	\$1,500.00	\$ -
Victor Business Awards	\$7,900.00	\$ -
Memorial Day Parade	\$1,000.00	\$ -
Youth Fishing Derby	\$ -	\$ -
Sid Partington Concerts	\$12,500.00	\$7,200.00
Tacos, Trails & Ales	\$1,500.00	\$100.00
Movie Night (NOT IN 2023)	\$ -	\$2,250.00
Climb Aboard Victor	\$500.00	\$ -

Spooktacular	\$3,100.00	\$450.00
Halloween Party	\$1,050.00	\$750.00
Jingle Mingle	\$4,500.00	\$3,100.00
Totals	\$33,550.00	\$13,850.00

- **Miscellaneous but relevant:**

- They’ve been working with a grassroots group of village business owners, residents, and Village staff regarding revitalization efforts. Kathy introduced the group to an expert on this topic – Rick Hauser, Mayor of the Village of Perry NY. He presented his concept to the Livingston County ED group and she reached out to him about Victor. Rick will be sharing his concept on 9/25 at Fire on Main – 5:30pm.
- Greater Rochester Chamber – The Town has joined the GRC and will be taking advantage of some of the programs and networking opportunities. Many Victor businesses are members and Jack & Kathy will be attending a ribbon cutting at Lakeside Podiatry on 10/10 that GRC is hosting.
- Jenny Metzger – Board of Directors for YWCA – asked to meet to pick my brain about how the Y can be part of the Victor community.

Open Discussion

Liz Biehler updated the VLDC about the attorney Trisha Kirsch of Gallo & Iacovangelo, LLP. She believes that Trisha would be a better fit for the VLDC and it would be separate from the Town and so there would be no conflict of interest.

The loan committee updated the VLDC board on the Victor Music Experience loan application. They will provide Kathy with a list of reasons why they will have to decline the loan at this time and a list of what they would need to move it forward. Kathy will notify the owner of VME about their loan application and will be giving them the lists that the committee provides.

To replace Vince Pettrone’s vacant seat in the Board, they would like to bring on Kevin Overton. Kevin has submitted his resume and will attend the next meeting.

The Board discussed the meeting dates for the rest of the year, November and December, due to the holidays and when the original meeting date landed. They decided the new meeting dates will be November 14th and December 19th.

Kathy and Joe Corsi informed the Board about the Village revitalization presentation by Rick Hauser, Village mayor of Perry, NY. They discussed the different concepts that Perry, NY has done to revitalize their village such as the Main Street LLC.

Resolution #24-23VLDC
Attorney Appointments

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

Resolved, that the Victor Local Development Corporation has appointed Trisha Kirsch of Gallo & Iacovangelo LLP as the new Attorney for the VLDC effective September 26, 2023.

Adjournment

Meeting was adjourned on a motion by Mike Guinan, seconded by Alyssa Serinis and unanimously approved at 9:04am.

Gina Ko, Minutes Clerk