

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 27, 2022 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Liz Biehler
Vice President	Vince Pettrone (arrived at 8:12am)
Director	Alyssa Serenis
Director	Mike Guinan
Director	Joe Corsi
Director	Brett Owen
Director	Ted Rund Jr.
Executive Director	Kathy Rayburn
Minutes Clerk	Gina Ko

Other Attendees: Gary Hadden, Jen Tipton, Scott Reinhart, Dominic Dardano, Carol Commisso

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 #19-22VLDC

Acceptance of Minutes

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 accepts the minutes from the meeting dated July 19, 2022.

Financial Report

Payment of Bills – Abstract #8

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$1,303.52.

Resolution #20-22VLDC

Payment of Bills -VLDC

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

Resolved, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$1,303.52.

Executive Director Report- Discussion

Business Calls/visits (in no particular order):

DeWolf Brewing, Victor Music Experience, Cara Maloney (owner 72 West Main), Safe At Home Physical Therapy, new bookstore, Bistro 11, McGuire Properties, Finger Lakes Cannabis, Calhoun Chiropractic.

Kathy has started blocking out time weekly to schedule/conduct on-site visits. Since COVID this very important aspect of the job diminished and it is essential to making connections.

Grants Update:

CDBG grant update (Community Development Block Grant)

The committee reviewed 13 applications that were submitted and selected 9 to proceed for funding at the cap of \$35,000 each. Applications that were put on hold were reviewed by the committee and discussion took place regarding which applications to pursue from the "waiting list". They are currently going back to two that were on the waiting list to utilize remaining funds. The Town filed a formal extension with the State and we have until January to close out this grant, however; they are using October as their deadline to submit for any disbursements.

Below is a breakdown of the status on disbursements:

Disbursement 1 Submitted and paid out

Apparel Printers Plus

Twin Elder Brewery

Disbursement 2 Submitted and paid out

A & E Gifts and Clothing

Bistro 11

Sweet Basil Café

Disbursement 3 submitted, approved waiting for deposit of funds

Victor Self Storage

Victor Tractor/Trailer Center

Breathe Yoga

Jarmuz Funeral Home

UPWP - Victor Street Connectivity and Access Plan—The team is in the final stages of putting together this plan for presentation to the Town/Village boards. Labella is reviewing comments received from committee members after the last meeting on 8/30. At that meeting I invited Mike Smith, President of Finger Lakes Railroad to comment on the status of rail in Victor. Mike participated via zoom and answered a few questions from the public who were in attendance. Kathy is currently working on dates for Labella to present both the Connectivity and Adams Street plans to the Village/Town boards.

Funding for this was made possible through a grant from Rochester Genesee Regional Transportation Authority and the contract was due to be completed in August. They extended that date through the end of October and Kathy has been issuing quarterly progress/billing updates as requested to the agency.

Adams Street Extension/Feasibility Study – Labella is the consultant on this project with Wade Daley as the lead. A committee is in place for this project; however, with the increased focus on the rail and the public viewing this and the connectivity as one study, we are presenting them together. As a reminder Adams Street Feasibility is funded through a combination of grant funds and a match from both the Village & Town.

WQIP – MS4 Mapping – Town was successful in receiving \$75,000 – this is a DEC program where funding was made available through the CFA process. Kathy is assisting with the administration of the grant and working with Keith Maynard and Wes Pettee to coordinate necessary information. She is currently working on finalizing the work plan and budget for the project. Wes is coordinating the utilization plan for the MWBE requirement.

Town Community Event Donations – Below is a breakdown of funding secured with the goal next to it. This list includes Village/Town events – her compensation from the Town is based on the Town events (highlighted) and sponsorships secured for those. To date Barndoor Events has been paid \$1,500 per the contract for having reached ¼

of the goal. Events that were scheduled for the 1st quarter of 2022 were not part of this initial outreach as they didn't engage with Barndoor until mid-April. They are meeting next week to discuss the push for those events in the first quarter of 2023 and review the contract.

	Current \$\$ Raised	Goal
Farmers Market	\$1,100	\$500
Concert Series`	\$7,200	\$6,000
Tacos Trails & Ales	\$100	\$3,000
Victor Music Fest	\$8,500	Not sure what goal is
Movie/Dryer Road campout	\$2,250	\$5,000
Spooktacular	\$600	\$4,000
Halloween Party	\$1,000	\$500
Jingle Mingle	\$2,850	\$2,500

Welcome to Victor Videos – CGI Communications –These are a series of videos that reside on the Town website targeted towards new residents, businesses, and visitors. The video production is of no cost to the Town and CGI sells advertising to Victor businesses that want to be promoted through this venue. I'm worked with the CGI crew on coordinating new footage, editing the existing scripts and attended the new video shoots. We added footage from Kettle Ridge Farm, Dryer Road Park, Eastview (addition of Dicks house of sport) and drone shots of the Village. Advertising sales seem light this year with 8 businesses signed on to date. I feel the price tag is a bit steep for most businesses that would find this type of promotion useful. Again we/Town is not involved in that aspect, but they use a letter signed by me when they solicit businesses as an introduction. Suzy worked with the CGI team on a new location and icon located on the Town website. Will let you know when the videos are completed.

Commercial Space update:

200 high Street – former YMCA, VCS has an offer in to purchase, Vote scheduled for 10/7. Any use besides the School would need a special use variance issued as it is zoned R1 – Residential.

60 Maple Ave – Brewery/Restaurant – DeWolf Brewing will begin working on interior and the plan is to open in 2023. Kathy wrote a letter of support on the project for use with SBA and connected him to the County for potential financing support.

33 West Main – Pastel Cookie Company is opening in October, finishing up renovations now.

High St. Ext – School of Rock is working on their buildout. Kathy met with the owners and connected them with Brian Emelson to promote at some of his events.

Crumb Cookie (and yes that is correct spelling) – they are coming soon to Victor Crossing Plaza.

Victor LDC

Kathy has some reports due in the PARIS (Public Authorities Reporting system) which she'll be working on after she finish this report! One of the board members is working on some new ideas to revamp the Village Façade Program and met with Carol Commisso and me a couple months ago. The group is still pursuing space for a business incubator, and they will be going on a site tour in the coming weeks. No new loan requests have come in, most business owners are looking for grants which are not always available or easy to get. The next board meeting is scheduled for Tuesday 9/27 and Scott Reinhart will be joining us to discuss some ideas he has to assist with Village Revitalization efforts.

Events

Victor Music Fest – Village sponsored event being coordinated by Karen Lynch of Barndoor Events, John Turner and myself. Held on 8/13 very successful, approximately 1200 people in attendance. A post meeting was held to review event logistics to include in the planning process next year. Vendors, local businesses and others that participated were all very pleased.

Climb Aboard Victor – Gina Ko and Kathy worked with Drew Cusimano to coordinate this event that was an overwhelming success. Drew had the vision, and it was well

received by the community. They had a post event meeting to discuss logistics to improve and review ideas for next year. Many thanks to Eastview Mall for allowing us to take over the parking lot and the Free Carousel ride coupons that we gave out to attendees.

Victor Hometown Day – 9/10 – Aimee Cain owner of A&E Gifts in the Village took the reigns for coordinating this event. They assisted with some logistics, but it was truly all Aimee. Kathy believes there were 50 + vendors on the street – local businesses, community groups, food and artisans. There were three “stages” with music – Bistro 11, in front of TK’s and alley by Giovanni’s cart. Kathy communicated with the Village about working with Aimee to build on this event for next year.

Spooktacular –10/28 – The LDC have hosted this event for a few years now, taking a break during COVID. Last year we limited any Halloween festivities to a children’s trick or treat through the Village. Since Parks & Rec are hosting a kids Halloween Party on 10/29, we are limiting our activities for Spooktacular to an Adult wine, beer & spirits walk to be held on 10/28. Gina will be setting it up in Eventbrite and we already have 15 stops. Working on securing the beverage vendors currently.

Jingle Mingle – 12/3 – Kathy and Gina coordinated this event last year and it was successful. Continuing with activities for adults & kids including visits with Santa, costumed characters, scavenger hunt, makers market, wine walk all followed by a Holiday Car parade. They have once again teamed up with the county emergency vehicle convoy that will go through Victor and lead the parade.

For the most up to date list of Victor events go to the Town website – community events calendar!!

Open Discussion

Kathy introduces the guests; Mayor Gary Hadden, Bistro 11 owner- Dominic Dardano, Jen Tipton, Scott Reinhart, and Village Board Member- Carol Commisso, to the VLDC Board. Dominic and Scott formed a grassroots discussion group to focus on opportunities to support revitalization of the Village of Victor. They feel the Town and Village Governments should work together to create a theme for Victor which would encompass both Victor municipalities. Marketing and communication play a large role in the process and is an area of focus for this grassroots group. Utilizing a marketing/communications program would provide a mechanism for to deliver clear concise messaging regarding events, attracting attendees to events, promoting the current businesses, distribution of information on Victor projects and engaging residents on numerous levels. The guests talked about the growth in Victor and pointed out that

it is not a small town anymore and we need to deal with projects/issues with that in mind. The community is growing and evolving with a new generation, and it is important to adjust how we work and communicate.

Adjournment

Meeting was adjourned on a motion by Ted Rund Jr., seconded by Alyssa Serenis and unanimously approved at 9:25am.

Gina Ko, Minutes Clerk