

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, December 20, 2016 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Glenn Cooke
Treasurer	Rebecca Melton
Director	Betty Post
Director	Mike Guinan
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Vice President Bryan Powers and Secretary Diane Camelio

OTHERS PRESENT:

Meeting was called to order by President Glenn Cooke at 6:02pm.

Salute to the flag.

Resolution #40-16LDC

Acceptance of Minutes

On a motion made by Mike Guinan, seconded by Betty Post, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated November 15, 2016

Financial Report

Payment of Bills – Abstract #12

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$5658.38.

Resolution #41-16LDC

Payment of Bills - LDC

On a motion made by Rebecca Melton, seconded by Mike Guinan, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$3153.65.

Resolution #42-16LDC

Payment of Bills – Victor Merchants Group

On a motion made by Mike Guinan seconded by Rebecca Melton, the following resolution was ADOPTED 4 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 \$2504.73. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #41-16LDC and #42-16LDC were included in the Balance Sheet totaling \$5658.38.

Executive Director Report

December 2016

Business Calls/Assistance

J. Fiore & Co.
Ferris Terrace (New Mixed Use Development)
Rinaldi/Highpoint space
Lucca Wood-Fired Pizza
Oriental Rug Mart
Code 2
Hantek
The VB Brewery
Smoothfit
Daddras Architects

Victor, NY Mobile App –Solu Digital Technologies is working on the Mobile Phone application that will list Town/Village businesses, events and attractions. Kathy will be reaching out to the Town attorney to discuss combining this app with another “resident” app that the Town is considering. The resident app is being considered to improve outreach on meetings/projects and the thought is that the two can’t be combined due to a conflict of interest/promoting individual businesses. Kathy has researched other municipalities that are successfully combining the two audiences under one app and avoiding any conflict of interest of promoting businesses. She believes designing ONE app to do it all is much more cost effective and reduces confusion/redundancy. She will have an update to the Victor Local Development Corporation (VLDC) Board and Town Board the week of the December 19th. The VLDC communications committee met on 12/12 to brainstorm marketing of the app to businesses and users. Committee members suggested paid ads on Facebook and Google, a pricing structure for businesses and other promotional material.

We are looking to launch this the first quarter of 2017. It is imperative that the marketing concept goes hand in hand with the launch to make this a success!

Kathy let the Board know that later in the meeting there are two Resolutions to be voted on. One pertaining to this Mobile App and one pertaining to the insurance policy for a Directors & Officers policy.

Rebecca has asked Kathy to request a meeting with Solu Digital just to get a better understanding on all of the aspects of this mobile app. Any board member should feel free to attend this meeting.

Economic Development Strategic Planning – The full group met on November 3rd to review the work from the previous session which included rating/prioritizing the strategies and tactics from the Economic Development chapter of the Comprehensive Plan. We will be regrouping with Causewave and a condensed workgroup to refine the tactics identified, prioritize them in terms of the next three years, determine the “Who” and “When” for each and establish targets (specific outcomes). Below is what the group has used to guide us through this exercise.

1. Expand the circle of ownership of the community’s adopted vision as it relates to economic development activities.
2. Consensus on the essence of economic development’s role in achieving the vision.
3. Consensus on core values to guide us on our journey to achieving our vision through economic development activities.
4. Consensus on high-leverage opportunities to bring the vision to life, in the short- and long-terms, through economic development activities.
5. Establish roles, responsibilities and timelines to ensure accountability.

Ferris Terrace Development – The developer along with Kathy continue to collaborate on potential tenants for this mixed use development. Three businesses have signed letters of intent as of the date of this report. Kathy met with his team, Village Code Officer and planning board chair to review the plan for the “grocery” space. The project was given the green light to move forward and does not need to be reviewed by the planning board.

Village Revitalization – Work continues with the Mayor and Village board on various projects regarding revitalization practices. Kathy, the Village and Mitch Donovan collaborated to host a Village business owners meeting on 11/17 at Finns Tap Room. Thirty business owners attended and discussion took place on various topics: traffic calming/safety, new events, improved networking/communication methods between merchants. Unfortunately there was ONE business owner who was extremely disruptive and stifled some of the conversation amongst the attendees. Some actionable strategies came out of the meeting: setting up a “google” calendar for merchants to list

monthly specials and distribute this in-store and via social media; a communication tool called Voxer is being reviewed by the Mayor and another merchant; formation of an events committee is a possibility for 2017.

Kathy personally received calls after the meeting thanking us for organizing the meeting and requesting that we continue to work towards engaging and promoting the Village businesses.

Village New Business Packets – Sue put together approximately 20 packets to be handed out by Village staff to any new business owner that comes in. The packets contain: contact information, meeting dates, signage information, permit information. We will use the “Welcome” folders that were reprinted last year. **This will also be the place to put an informational piece about the Mobile Application.** Once we are done with these, Kathy will be coordinating with the Planning & Building department to distribute a similar package tailored to Town businesses.

Victor Business Awards – Kathy and Sue started working on this annual event – specifically reviewing the award criteria and packet. Sue emailed the nominating committee and we have two new members – Mark Hamilton of Integrated Systems and Councilman Mike Guinan. The event will take place on May 4th. Save the Date!

Miscellaneous but relevant: Kathy attended the grand re-opening of Planet Fitness, attended a conference put on by the Governor’s office on Sustainable Development; attended the Chamber of Commerce Holiday gathering at the Legacy; attended Synergy open house and volunteered for the annual assembly of Thanksgiving baskets by the Victor Farmington Food cupboard.

Kathy shared with the Board the letter that was written for the Victor Merchants Group following a meeting with Jack Dianetti, Tim Maher, Attorney Reid Holter, Glenn Cooke and Kathy Rayburn. The meeting was to discuss the financial management procedures between the Victor Local Development Corporation (VLDC) and Merchants Group . The letter outlines the procedures moving forward and was approved by Attorney Reid Holter.

Rebecca, as Treasurer, wanted a more descriptive outline on two of the items, which the Board agreed should be added. Kathy explained how the Merchants petty cash will work after they spend down the remaining \$43.19 still available. They will use an expense sheet/report and be reimbursed. The letter will be sent to Jack Dianetti on December 21st.

Happy Holidays!

Glenn Cooke read the following two resolutions into record:

Resolution #43-16LDC

Victor Mobile Phone Application

Authorization for Victor Local Development Corporation to enter in to an agreement with Solu Digital Collaborative for the development of a mobile app.

On motion of Rebecca Melton, seconded by Betty Post, the following resolution was ADOPTED 4 AYES 0 NAYS

Whereas, the Victor Local Development Corporation has the power to approve contract for services prior to the execution of such contract by the Victor Local Development Corporation Board; and

Whereas, the Victor Local Development Corporation Board may direct a policy for the acquisition of the Victor Local Development Corporation's services; and

Whereas, funds are available in the 2016/2017 budget lines A6420.410 Victor Local Development Corporation; and

Whereas, Request for Proposals (RFP's) for the development of a Mobile Phone Application were received on July 15, 2016 and were evaluated with respect to services, qualifications and cost to the Victor Local Development Corporation as follow:

Soluteo – Montreal Canada	\$51,270
Envative – Rochester, NY	\$64,000
Solu Digital – Victor, NY	\$37,300
Mutual Mobile – Austin, TX	\$53,200
Infojini – Maryland	\$59,600
Purple Forge – Ottawa, Canada	\$29,000
Eagledream – Rochester, NY	\$Project budget not provided

And,

Whereas, Kathy Rayburn is recommending that Solu Digital Collaborative be hired to implement the development of the Town of Victor Mobile Phone Application as Solu Digital Collaborative has demonstrated extensive knowledge to develop this application, introduced significant work samples, is located in close proximity to Victor Local Development Corporation staff which allows a more efficient workflow and has significantly lower annual hosting fees;

Now Therefore Be It Resolved,

That the Victor Local Development Corporation enters into a contract with Solu Digital Collaborative effective from December 20, 2016 through December 20, 2018, for a fee not to exceed Thirty Seven Thousand Three Hundred dollars (\$37,300.00) and an

annual hosting fee of One Thousand Two Hundred dollars (\$1200.00), said funds are available in 2016 budget lines A6420.410 Victor Local Development Corporation

RESOLVED, that a copy of this Resolution be forwarded to Solu Digital Collaborative.

also

Resolution #44-16LDC

Director and Officers Liability Insurance

On motion of Mike Guinan seconded by Rebecca Melton the following resolution was ADOPTED 4 AYES 0 NAYS

RESOLVED to bind the Director and Officers Liability insurance coverage, which covers the board members, through Van Dyke Insurance Agency.

Committee Action Review

Finance/Business Loans-

Grants/Property-

Communications/Community Relations- The communications committee met on 12/12, as Kathy stated in her report, to brainstorm marketing of the app to businesses and users. Committee members suggested paid ads on Facebook and Google, a pricing structure for businesses and other promotional material.

We are looking to launch this the first quarter of 2017. It is imperative that the marketing concept goes hand in hand with the launch to make this a success.

President's Report

In early January Glenn will meet with Katie Evans, Director of Planning and Building, along with the consultant on the Route 96 Corridor study. He also has met with Kathy and the Attorney regarding the Merchants Group.

Adjournment

Meeting was adjourned on motion at 6:45pm

Sue George, Minutes Clerk