

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, December 19, 2017 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:** President Glenn Cooke  
Director Mike Guinan  
Director Bob Senn  
Executive Director Kathy Rayburn  
Minutes Clerk Sue George

**MEMBERS ABSENT:** Bryan Powers, Rebecca Melton, Carol Commisso

**OTHERS PRESENT:** None

Meeting was called to order by President Glenn Cooke at 6:08pm.

Salute to the flag.

*The meeting was without a quorum. A Special Meeting will be on Wednesday, December 20, 2017.*

**Adjournment**

Meeting was adjourned on motion at 6:30pm

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**Draft**

**A special meeting of the Victor Local Development Corporation (VLDC) was held on Wednesday, December 20, 2017 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:** President Glenn Cooke  
Treasurer Rebecca Melton  
Director Mike Guinan  
Director Bob Senn  
Executive Director Kathy Rayburn  
Minutes Clerk Sue George

**MEMBERS ABSENT:** Bryan Powers, Carol Commisso

**OTHERS PRESENT:** None

Meeting was called to order by President Glenn Cooke at 8:00 am.

Salute to the flag.

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

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**Resolution #48-17LDC**

**Acceptance of Minutes**

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 accepts the minutes from the meeting dated November 14, 2017

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**Financial Report**

**Payment of Bills – Abstract #12**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$6985.70.

**Resolution #49-17LDC**

**Payment of Bills - LDC**

On a motion made by Bob Senn, 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 on the balance sheet totaling \$6337.06.

**Resolution #50-17LDC**

**Payment of Bills – Victor Business Connection**

On a motion made by Mike Guinan, seconded by Bob Senn, 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 \$648.64. Invoices are to be paid out of the Victor Business Connection account.

*Note: Resolution #4917LDC and #50-17LDC were included in the Balance Sheet totaling \$ 6985.70*

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**Executive Director Report**

## December 2017

### Business Calls & Assistance:

Breathe Yoga – ribbon cutting 12/2	Christy's Café – now open at 10 East Main
Amy Lou's Cuts – new location assistance	CyFlare – 600 Fishers Station Drive
Deviant Desserts – new business/loan applicant	Ferris Development Project
New Deli – location assistance	

**Finance boot camp** – In coordination with the Small Business Association, we will be hosting an 8 week business financing course (see attached flyer) at Town Hall beginning in February. This is put on by the SBA and open to women owned businesses in Ontario County. Kathy will be recruiting qualifying businesses from Victor to sign up for the course.

**Route 96 Steering committee** – The committee will convene on 12/13 to review and finalize the list of projects for overall traffic improvements along the Route 96 corridor. These will be included in the final draft to the Town board along with other deliverables from the consultant by the end of January. An invitation to join the committee was extended to Bruce Habberfield from Fingerlakes Railroad to enhance the conversation regarding the "new road" in the Village that would run parallel to Rt. 96 and have an impact on the tracks.

Barb Cole, Kim Kinsella and Kathy have been coordinating to ensure that the obligations of the grant funding are being met with regards to report submissions, invoicing and reimbursements.

**Grants** – FUNDED! – We have been notified that the two grant applications submitted by VLDC have been approved for funding! \$500,000 for rehabilitation of the Cobblestone at 2 East Main Street; and \$25,000 for the Update to the Village Revitalization Plan. These grants were submitted with the collaboration of VLDC, Labella, Village and Owner of 2 East Main!

**Victor Mobile App** – The business sign ups have been holding at just over 50 and we need to grow that number significantly. We are working on some strategies to accomplish that which include utilizing event/promotion coordinator, Lisa Hubler to assist with marketing of the app to business owners. We have just updated the app to include the VCS calendar in addition to the Town and anticipate some other adjustments in the coming months.

**Finger Lakes Community College (FLCC) Advisory** – Kathy was part of an advisory group led by Dr. Nye of FLCC to gather input for the college's strategic plan. About 40 community representatives are participating and providing feedback on strategies for the college to undertake to maintain/improve enrollment and keep up

with workforce demands by providing curriculum that aligns with current trends. She has a copy of the meeting notes and the presentation if anyone is interested in providing feedback!

**Victor Farmington Library** – Kathy met with the Director, Tim Niver and the Board Chairperson to discuss expansion initiatives for the library and possible funding mechanisms. They are in the process of forming committees to assist with the process and will have a kick-off meeting on 1/9/18 which she will be part of.

**Victor Business Connection-**

The group is meeting on 12/12 with guidance from Event/Promotions coordinator Lisa Hubler, to plan for 2018. The group will be considering various recommended events, promotion strategies and brainstorming a new name for the group. Merchants are very pleased with the new direction and the leadership of the group and we continue to see new faces at the meetings. Merchants are going directly to Lisa with questions and input which, was the goal of this endeavor.

**Miscellaneous but relevant –**

**Victor Farmington Food Cupboard** – The Thanksgiving food basket program was very successful – over 600 baskets were distributed. Kathy volunteered on distribution day and was amazed at the organization and the numbers of volunteers that assisted. The Town staff raised enough funds for the organizers to purchase 13 baskets! Town staff has also been very gracious in contributing to the Christmas stocking program by filling 30 stockings!

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**Committee Action Review-**

Finance/Business Loans- Kathy informed Bob Senn about the Loan Committees decision to grant Deviant Desserts a loan from our loan program. The committee had met with and reviewed her financials along with her business plan and she met every criteria, filled out all of our required paperwork. Bob had gone on her website and had some knowledge of her product. She will be opening at 5 Railroad Street in the Village.

**Resolution #51-17LDC**

**Victor Local Development Corporation (VLDC) Village Loan Fund (Nozzolio Grant) to Katherine Dey, Deviant Desserts, LLC, 5 Railroad Street, Victor**

On motion by Bob Senn, seconded by Rebecca Melton, the following resolution was ADOPTED 4 AYES 0 NAYS

**Resolved,** to accept the Loan Application of Katherine Dey, Deviant Desserts, LLC, under the Village Loan Fund (Nozzolio Grant). The amount of the loan shall be **\$17,148.00** with interest at an annual rate of zero percent (0%). However, a fee will

be paid at the time of loan origination. The fee is 2.5 (2.5%) percent of the principal for each year of the loan term (60 months) totaling **\$2,143.50**. This fee will be payable from the proceeds of the loan.

Loan payments are due by the first (1st) of the month beginning **April 1, 2018**.

Grants/Property- Kathy mentioned that we were awarded two grants we went after, the first one is called an Anchor Grant for the cobblestone building at 2 East Main Street in the sum of \$500,000.00, the applicant will be rehabbing the building completely.

The second grant applied for was through Empire State Development in the amount of \$25,000.00 and will be used to partially fund a \$50,000.00 project to revise the Village Revitalization plan. Additional funding to support this project is being sought through another funding source – New York Main Street Technical Assistance. This grant requires a cash match which Kathy is proposing be shared between the Village and VLDC. That is addressed in the following resolution.

### **Resolution #52-17LDC**

#### **RE: 2017 New York Main Street Technical Assistance Grant – Financial Commitment Documentation**

On a motion by Rebecca Melton, seconded by Bob Senn the following resolution was ADOPTED 4 AYES 0 NAYS

**Resolved**, The Victor Local Development Corporation is prepared and committed to providing half the local share of project costs as a cash match (up to \$2,500) for the \$20,000 New York Main Street Technical Assistance Grant. The Village of Victor will provide the other half of the local share. This funding is vital to helping the Village in its efforts towards the revitalization of the downtown area. Please give it your serious consideration.

**Communications/Community Relations**- No Report- Glenn did mention that he will hold a meeting before the next Board meeting.

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### **Open Discussion**

Kathy reminded the board that next month we will need to discuss and establish reappointments for Board members, their Board positions, our committees and other appointments.

Glenn asked what was decided regarding VLDC legal appointment. Rebecca expressed her opinion that she feels if we are obtaining grants and want to help revitalize the

town we need a legal firm with Economic Development experience and certain law firms have an entire group just for that. The cost maybe higher but to a certain degree, Glenn thought we could somewhat control the cost.

Rebecca will get a rate from Harris Beech and Mike Guinan will find out from Supervisor Marren what their (Harris Beech) actual contractual rate is with the Town. Kathy said she had talked to them months ago and they said it was no conflict of interest. Rebecca will talk to him before the January meeting. The Board agreed to look into this further and go in this direction.

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**Adjournment**

Meeting was adjourned on motion at 8:19am

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Sue George, Minutes Clerk