

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, February 23, 2021 at the Town Hall, 85 East Main Street.**

<b>MEMBERS PRESENT:</b>	President	Rebecca Melton ( <i>Via Call-In</i> )
	Vice President	
	& Treasurer	Liz Biehler
	Secretary	Joe Corsi ( <i>After early Resolutions</i> )
	Director	Mike Guinan
	Director	Scott Thon ( <i>Via Call-In</i> )
	Director	Vince Pettrone
	Director	Ted Rund Jr
	Executive Director	Kathy Rayburn
	Minutes Clerk	Debby Trillaud

The meeting was called to order by Vice-President Liz Biehler at 8:00 am.

Salute to the flag.

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

**Resolution #08-21VLDC**

**Acceptance of Minutes**

On a motion made by Rebecca Melton, seconded by Vince Pettrone, the following resolution was ADOPTED 6 AYES 0 NAYS.

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated January 26, 2021.

\*\*\*\*

**Financial Report**

**Payment of Bills – Abstract #2**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$348.14.

**Resolution #09-21VLDC**

**Payment of Bills -VLDC**

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 reviewed and approved invoices for payment that appear on the balance sheet totaling \$348.14.

\*\*\*\*

**Privilege of the Floor** – No one requested privilege of the floor.

\*\*\*\*

**Economic Development  
Victor LDC Update  
February, 2021**

**New Business/Location assistance:**

Kathy is still getting inquiries on various locations throughout Victor and has been sending out information she has on available space for lease and purchase. Currently the former RAILSIDE Market is under contract; there is a potential tenant for 60 Maple Ave and two existing businesses looking to relocate. The listing agent for Phoenix Mills Plaza has been working with Kathy on a tenant space and updating her with plaza availability. Kathy set up a prospective retail tenant to tour 5 Railroad Street – that building is up for sale. Dicks is gearing up for a Grand Opening on April 9<sup>th</sup> and we are working on getting a pre-opening tour soon.

**Business Conditions:** Most businesses Kathy talks to (retail/service) report things as being “OK”. They are hopeful that business will start to pick up and thankful to everyone that has continued to support them through the pandemic. I’ve talked to some that are making needed adjustments (scaling back, menu changes, staffing) but all with the hopes of returning to normal. Many in the hospitality arena are anxiously awaiting details on event restrictions now that the numbers have been lifted – no news yet.

**VCDO Partnership Update –**

[www.victorcdo.org](http://www.victorcdo.org) will go live next week – just working on last minute adjustments

- Link is here for a sneak preview:
- <https://victor-cdo-draft.squarespace.com/> - Password is Victor2021
  - We want your feedback and will be continuing to add/update the site.
  - *Director Joe Corsi has discussed the addition of the heat map of available space/property and will determine how to add that to the website. Not sure of the status.*

- Kathy is working on a press release about the unique partnership
- Amy DiPrima and Kathy will be presenting to the Village Board on 3/1 to update them on the concept and status
- Amy & Kathy have held four business Zoom meetings in February with the intent being to inform the businesses of the partnership, explain benefits and inform them of opportunities for their businesses. We were successful in discussing the concept with 20+ businesses via zoom.
- Amy and Kathy will also present to the VLDC board with a review/status
  - To be clear, this is an Umbrella agency meaning that the agencies under the umbrella remain intact and continue with their individual missions/visions.
  - This concept allows collaboration and to work smarter. There will be less duplication regarding business outreach and it will increase the ability to disseminate information.
  - We have a draft “letter of understanding” for the VLDC/Chamber boards to review
    - Attached
- The Chamber redesigned their E-Newsletter and it now has a column featuring Economic Development news. If you would like to receive this, please let Kathy or Amy know and they will add your name to the list.
- Part 2 T.V. commercials for business attraction – Kathy has set up three businesses to be featured: Hopper Hills, Fred Rainaldi (Highpoint) and Allora Salon & Spa. Shooting is happening this week and next and spots should start on channel 13 within a couple weeks.
- The response to the first series has been great: Kathy has had four or five business leads come out of it and many calls congratulating us on working together.
- The Community Events list for 2021 has been established – attached! We are working with Brian Emelson on the coordination and implementation of the 2021 Concert Series as well.

### **Grants –**

- FEMA – We were partially funded for what was submitted and Kathy is currently working on an appeal letter/document for items denied. **The appeal was submitted prior to the 2/15 deadline.**
  - The Town is also submitting some additional COVID expenses that came after the first submission. One substantial one is the Thermal Imaging Camera for Town Court building. **SUBMITTED**
- CDBG – Community Development Block Grant – Kathy has contracted with Labella to apply for this grant funding which has a specific component for

Economic Development Microenterprise Loan funds. Funding amounts vary depending on interest from businesses – we will be conducting a survey as part of the application and be able to decide on a \$\$ ask as a result. **No Update.**

- UPWP – The Town’s proposal for the **Victor Street Connectivity and Access Plan** was recommended for funding by the UPWP Development Committee (UDC). The UDC has recommended \$81,000 in Federal funding to be matched with \$9,000 in local cash and/or in-kind support. This still needs to go through a public review process which will extend through 2/9. If the project is recommended to move forward that will happen on 2/11 and a formal approval from the GTC board on 2/25/21. **Waiting for update.**

**VLDC Audit** – the annual audit was conducted by Mengel Metzger Barr & Co. on February 11<sup>th</sup>. Kathy and Debby worked to prepare the necessary documents/back-up required for that. Representatives from the auditing firm will present the VLDC Financial Statements to the Board at the March 23<sup>rd</sup> board meeting.

*Once the audit is completed Kathy will post that to the PARIS (public authorities reporting information system) as required. This needs to be done within 90 days of our fiscal year end – March.*

**Building & Site database** – Suzy is assisting with getting the Building & Site page on the Town Website updated. Reminders have been sent out to those with accounts that have expired listings and Kathy has also done outreach to potential new listings. Kathy has been collecting pictures and addresses that will be put on this list and they will also be available to be incorporated with the map that Joe Corsi and the VLDC Web designer are working on. Both of these need monitoring as things change frequently. **No Update**

**Business COVID Relief** – PPP, EIDL, NYForward, Restaurant specific relief funding....there is a lot for businesses to digest and navigate. Kathy has assisted two local businesses with the on-line application and referred one business to a local bank for assistance. There doesn’t seem to be as much chaos as the previous round – some have already received approvals.

**Miscellaneous but relevant:**

Tim Terranova – VCS Superintendent invited me to participate in a “Thought Partners” group to provide input and feedback as they work through the 2021/2022 budget process. Amy & I toured LNB’s Farmington location and met with Jeff Friend, the manager.

\*\*\*\*

## **Open Discussion**

Kathy Rayburn reviewed a slide presentation description of the Victor Community Development Office (VCDO) to explain the background and goals of the new umbrella agency that unites the Victor Local Development Corporation (VLDC) and the Victor Chamber of Commerce.

Amy DiPrima and Kathy Rayburn, the two directors, started unifying the organizations during Covid desiring to create a "one stop shop" that would help in the recovery and rebuilding of local businesses.

In the past businesses were not necessarily referred to both organizations and there was competition in fund raising, sponsors, business award events, and community events. The alliance of the VLDC and the Chamber cancels the competition between the organizations, strengthens communication with businesses and fund raising efforts. It essentially will be a single source of economic development activity.

To promote the VLDC-Chamber partnership and promote business partnerships for the VCDO, Amy and Kathy have connected with 30 business via Zoom meetings to share the 2021 Events that are scheduled to take place. The Chamber will publish a Community Guide and Amy and Kathy are featured in TV commercials promoting Victor with the new round of commercials featuring a Victor Developer, a service business and a retail business, giving testimonials as to what a wonderful place Victor is to do business in! The VCDO website will also launch this week. Kathy asked that the Board members to take a look at the website and give her feedback.

The VLDC is registered as a 501c(4), a public authority, and cannot merge financially. It must have its own minutes, finances, and an annual audit, as well as annual reports. It will still be responsible for loans, grants, inventory of available business sites, marketing for Victor and aid as a business incubator. The Victor Chamber will be responsible for business education and seminars; ribbon cuttings and business advocacy. The unified VCDO will join forces for Community Events and also work with the Victor Parks and Recreation for some events.

Monies raised by the VCDO will specifically benefit the VLDC by contributing to their business loan fund. A new draft of the VCDO memorandum of understanding for the partnership was distributed to the VLDC Board members with a request for their input before it gets sent to the VLDC attorney. This memorandum will be revised annually.

A discussion was had regarding changing from the Quickbooks Desktop version to an on-line cloud based Quickbooks version for the VLDC accounting.

The federal 1.9 trillion stimulus package is assumed to have funds earmarked for State, County, and Local governments, however, so far there has been no information on this.

It was proposed that the Town and VLDC apply for everything possible as soon as guidance is available.

\*\*\*\*

**Resolution #10-21VLDC**

**Closing out of Victor Connection Bank Account**

On a motion made by Ted Rund Jr., seconded by Vince Pettrone , the following resolution was ADOPTED 7 AYES 0 NAYS

**Resolved,** that the CNB Basic Business Bank account that held monies from the Victor Business Connection will be closed. The funds held in this account have been depleted and there are no new monies coming in to replenish the account.

\*\*\*\*

**Executive Session**

On a motion made by Rebecca Melton, seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS.

**Resolved,** to enter into Executive Session at 8:43 am for discussion of real property matters. Debby Trillaud remained.

On a motion made by Liz Biehler, seconded by Rebecca Melton, the following resolution was ADOPTED 7 AYES 0 NAYS.

**Resolved,** to exit out of Executive Session at 9:03 am.

**Adjournment**

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

Debby Trillaud, Minutes Clerk