

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, June 28, 2016 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: President Glenn Cooke
Vice President Bryan Powers
Treasurer Rebecca Melton
Secretary Diane Camelio
Director Mike Guinan
Executive Director Kathy Rayburn
Minutes Clerk Sue George

MEMBERS ABSENT: Director Betty Post

OTHERS PRESENT: None

Meeting was called to order by President Glenn Cooke at 6:01pm.

Salute to the flag.

Resolution #20-16LDC

Acceptance of Minutes

On a motion made by Bryan Powers, seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated May 24, 2016

Financial Report

Payment of Bills – Abstract #6

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$1637.04.

Resolution #21-16LDC

Payment of Bills - LDC

On a motion made by Mike Guinan, seconded by Diane Camelio, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$1583.28.

Resolution #22-16LDC

Payment of Bills – Victor Merchants Group

On a motion made by Mike Guinan, seconded by Diane Camelio, the following resolution was ADOPTED 5 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 \$53.76. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #21-16LDC and #22-16LDC were included in the Balance Sheet totaling \$ 1637.04

Executive Director Report

June 2016

Business Calls/Visits

Brow Biz
Code 2
Ivy Thimble
Cole & Parks
Lovely Bride
Toptica
FSI Contractors (possible development project)
Utopia Home Care
PrimaPop and
Two new business prospects

Façade Improvement Program – The Victor Local Development Corporation (VLDC) received 11 applications. Two of those will not be moving forward as they missed the deadline to provide an estimate for the work. Funding will be disbursed for a variety of projects including – window replacement, landscaping, signage, roofing and brick repair.

Grants/CFA – Kathy has continued discussing opportunities with Ed Flynn from Labella Associates after our input meeting with him last month. We are looking at applying for Anchor Grant funding which would fund renovations to an existing structure covering 75% of the costs. One potential property was identified as a good candidate and Kathy is in discussions with the owner at this time. She has also reached out to the Village Board for approval to move forward with grant opportunities to fund both the code rewrite and review/revisions to the Village Master Plan. Both of these projects would fall under Technical Assistance Grant funding. Technical Assistance Grant funding is “open round” funding meaning there isn’t a submission deadline.

Kathy discussed the Anchor Grant funding with the board. The property the Committee had identified as a potential candidate is not interested in it. Kathy is wondering if she should somehow reach out to the public and other businesses to see if they are interested. Rebecca stated as a business owner she would want to know about these types of opportunities. Kathy wondered if she should treat it like she did the Main Street Grant, which was a letter of intent to property owners. The Board felt that, yes, she should at least send a letter out.

Town Mobile App - Kathy prepared a Request for Proposal that will be published on 6/21 if approved by the Town Board at the Monday night (6/27) meeting. Submissions are due to me by 7/15 for review. This Mobile App will replace the printed brochure that lists businesses, events and attractions. The Victor Local Development Corporation (VLDC) will be the lead agency on this project for the Town and will be charging a nominal fee to participating business. This will be a revenue source for the VLDC.

Update: It was approved by the Town Board, so Kathy sent out a legal notice today (6/28) as it has to go out for bid.

Economic Development Strategic Planning – Kathy has contracted with Causewave (AKA Ad Council) to produce a three to five year plan for Economic Development. When completed, this plan will incorporate initiatives outlined in the comprehensive plan for Economic Development, provide areas of focus for the Victor Local Development Corporation and define relationships with existing partners (County Economic Development, Chamber of Commerce, Etc.). Our kick-off/input meeting will be held on 6/30/16 at 6pm in the Veterans room.

Ferris Terrace – The project received all three variances that were before the Village Zoning board this month. Kathy has been working with the development team to assist in facilitating that project and reviewing potential businesses to occupy space in that development. The project will now start the process with the Village Planning board and will be on the July 13th agenda.

Railside Market & Café – Kathy spoke with the owner for this new business and discussed the proposed opening this August. They now have a Facebook page to keep people up-to-date on the progress. She will keep the Board informed of the opening date when she receives that information.

Victor Merchants Group (VMG) initiative – President Tim Maher, VLDC President Glenn Cooke and Kathy met to review a proposal that Kathy drafted outlining the concept of the VMG becoming an official committee under the Victor Local Development Corporation (VLDC). She revised a draft based on input from that meeting and sent it back to the VMG for review last week. She spoke with Tim after sending it back and he will be organizing a meeting with members next week to discuss their options. He

indicated that if the members want to continue with the existing structure and not become a committee they would need to have five new business owners step up to take the lead and replace the existing members that coordinate VMG initiatives.

Diane noted that Tim Maher, the Victor Merchants Group (VMG) President hasn't attended meetings for three months and she was wondering why or what was happening with the VMG. Kathy said that she thinks Tim's absence is a result of his business picking up. She also noted that the next event schedule for July 8th has been cancelled due to short time restraints and lack of manpower. Tim indicated to Kathy that he will be holding a meeting of the VMG members to discuss the proposed committee structure under the VLDC. Glenn said he would reach out to Tim and check on the status.

Miscellaneous but relevant: Kathy attended a ribbon cutting for Utopia Home Care located at 10 East Main Street.

Supervisor Marren, Kim Kinsella and Kathy attended the Chamber Craft Beverage event. She has been working with the owner of Cole & Parks for possible solutions to the relocation of the existing structure.

Kathy also mentioned that the budget process will begin in July and she would like to send the Board members last year's budget as she is looking for their feedback as she begins this year's budget.

Kathy will follow up with the Village Board on their recommendation for Director Brad Pearson's replacement for this board as she hasn't heard anything from them.

Committee Action Review-

Finance/Business Loans- No meeting/activity, but Glenn wanted to support Kathy's statement about getting the word out to business owners about these loans we have available. Rebecca suggested calling the Victor Post and giving them an article about the loans. She also thought maybe something could be put on the gateway electronic signs or flyers and or something put on the Eastview Kiosk. Rebecca suggested a Val-Pak mailing for the Victor area. Kathy said she will reach out to Melody Burri of the Victor Post. Mike Guinan thought a direct letter to business owners may be a solution also.

Grants/Property- The committee had a meeting with Mike Manikowski of the Ontario County Economic Development Corporation (OCEDC) and he is more than willing to help us, but he needs to see a project. Mike Guinan talked about the project the committee has been looking at. He has talked to the property owners and they are interested in selling the property. Mike Manikowski is very aware of this property because at one time the OCEDC also looked into it. How can this committee help

develop this wonderful piece of property that sits right in our village? There is much work to do and many hurdles to climb to get this project to fruition. It is all in the beginning stages. Maybe the Victor Local Development Corporation could be the catalyst of revitalizing the property.

Communications/Community Relations- Kathy stated that Betty Post will be getting a meeting together with this committee, right now she is in the midst of school-year end. Kathy thought perhaps this committee could focus on the Business Loans we have available? She hates the thought of not using the Revolving Loan given to us by the County after all the hard work it was to obtain it. We are nowhere near the County's deadline for using it, but believes this committee could help promote that we do have available loans.

Kathy has already asked Betty to help her get the word out as far as everything the Victor Local Development Corporation (VLDC) has to offer. She said she is still sometimes surprised at the public awareness level or lack of knowledge of the VLDC.

Bryan suggested if the Victor Merchants Group does become a committee under the VLDC, they also could be a voice for getting the word out about our Village loan.

President's Report

-A quick report from Glenn that the Grants/Property Committee did meet with Mike Manikowski of the Ontario County Economic Development Corporation along with a developer to discuss a potential piece of property.

-He will follow up with Tim Maher as to where they are with the Victor Merchants Group becoming a committee under the Victor Local Development Corporations wing.

-On Thursday, June 30th he is all set to attend the strategic planning meeting to start the process Kathy mentioned in her report.

Adjournment

Meeting was adjourned on motion at 7:10pm

Sue George, Minutes Clerk