

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, May 24, 2016 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Glenn Cooke
Vice President	Bryan Powers
Secretary	Diane Camelio
Director	Betty Post
Director	Mike Guinan
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Treasurer Rebecca Melton

OTHERS PRESENT:

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

Salute to the flag.

Resolution #16-16LDC

Acceptance of Minutes

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 accepts the minutes from the meeting dated April 26, 2016

Financial Report

Payment of Bills – Abstract #5

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$ 6598.36.

Resolution #17-16LDC

Payment of Bills - LDC

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 has reviewed and approved invoices for payment that appear on the balance sheet totaling \$6181.79.

Resolution #18-16LDC

Payment of Bills – Victor Merchants Group

On a motion made by Betty Post, seconded by Bryan Powers, 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 \$416.57. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #16-16LDC and #17-16LDC were included in the Balance Sheet totaling \$ 6598.36.

Public Comment

None

Executive Director Report
May 2016

Business calls/projects:

- Brownstone PT
- Victor Coal & Lumber
- Ferris Terrace
- Amy Diprima – new business prospect
- Jim Young – new business prospect
- Core Rhythm Pilates
- Cole & Parks
- Tim Maher – Victor Merchants Group
- JW Danforth open house

Victor Business Awards – What a great event! Below is a summary of the event expense vs. income for review. Kathy has received many compliments on the event from award recipients, reinforcing the reason we have been doing this for 12 years. They are very appreciative of our efforts to thank them for being part of the Victor business community. As with any event there are some tweaks to be made but nothing major. Anyone reading this that attended the event, please feel free to email Kathy with feedback. David Mammano had some big shoes to fill and Kathy will definitely invite him to fill that role again next year!

This event takes considerable time to pull off and make successful. In planning for 2017 Kathy will look to the Victor Local Development Corporation board members to coordinate some of the action items.

Break down of expense vs. income for the Business Awards – an itemized report is also available.

		Profit
2015 Expenses	\$7,246	
2015 Income	\$9,824	\$2,577
2016 Expenses	\$7,239	
2016 Income	\$9,840	\$2,600

Economic Development Strategic Planning – Kathy has solicited the services of Causewave (formerly Ad Council) to work with her to develop a three to five year strategic plan for Victor’s Economic Development initiative. This will involve input from the stakeholders and review of the Economic Development initiatives outlined in the comprehensive plan. When completed the document will provide an overall Economic Development strategy that specifically addresses alignment with other local agencies (Victor Local Development Corporation, Victor Chamber, Victor Merchants Group and Village initiatives).

Grant Funding – Announcements have been made regarding the 2016 Regional Economic Development Council CFA funding availability. Labella has put together a packet of potential opportunities for Victor Local Development Corporation (VLDC) to pursue. Kathy is meeting with Ed Flynn of Labella this week and will report at the next VLDC board meeting.

Customer Management Software – The software is installed on Kathy and Sue’s computers. Kathy has been entering information and has set aside some time in the next couple of weeks to work with the software developer for more instructions.

Directory Map for kiosk – Kathy has coordinated with “Be Local Now” for an aerial shot of Main Street (shopping district) to be used in the Main Street Kiosk. Some buildings (Town Hall, Village Hall, Library) have been labeled along with public parking areas. Once approved Kathy will get the file to one of the local printers for the full panel print and insert it in the Kiosk.

Mobile App – Kathy has been working with Solu Digital on development of a Town of Victor Mobile App. People who download the App will have access to Victor events, shopping, dining and attractions. Businesses who sign up for the App will be able to promote their services and sale notifications through Push Notifications. We have been provided with a proposal that outlines the scope of work and costs associated with it. This would be an opportunity for a revenue stream for the Victor Local Development Corporation and a discussion the of idea and next steps will take place at the board meeting.

Glenn asked if Kathy would mail out to the board members the proposal so the board members can see the scope of work and read through it to understand better. She also offered at anytime a board member wants to meet with this company they are located in Fishers.

Ferris terrace – Kathy has been working with developer and business owner Bill Ferris regarding the proposed development project on West Main Street in the Village. Her role has been as a liaison between developer and Village staff, county staff and local business owners.

Victor Merchants Group (VMG) initiative – President Tim Maher and Kathy discussed the concept of the VMG becoming an official committee under the Victor Local Development Corporation (VLDC). It is a concept that we have discussed before and has significant merit, enough that Kathy would like the VLDC board to consider the concept. The two groups are aligned with providing support to the local businesses and she feels another separate entity is not necessary. If they are under the VLDC umbrella we would strengthen our support efforts and still have a committee structure to plan the events and other merchant initiatives.

There was some discussion amongst the board members. Glenn would definitely like to see this topic discussed thoroughly and a decision made. Betty asked if Tim was interested in growing the Merchants Group but mentioned they do not have meetings which she feels is a detriment to help grow the group. Bryan mentioned that the hiring of the Merchant administrative person was supposed to help free up Tim's time so he could spend his time on the larger issues of the Merchants Group such as organization, meetings and member recruitment, etc.. Kathy did explain that with the admin person being so new they had to closely work with her on her first event. She needed to get through some initial learning curves, but she is highly capable of event planning and they should let her do that.

Miscellaneous but relevant:

- Supervisor Marren and Kathy attended the Regional Economic Development Council meeting at Monroe Community College and then stopped in to the open house at JW Danforth showcasing their new clean room expansion.
- Kathy was able to attend David Mammano's Avanti Summit which was a business workshop outlining successes, pitfalls and overall sales strategies for business owners.
- Mayor Ashton held a meeting of Village leaders this month and the focus was on the Village's Master Plan and looking at potential revisions. Kathy has suggested hiring an outside firm to facilitate that process.
- Kathy mentioned that it is time to approve the 2016 Façade Resolution to allocate funds for this year's projects.

Facade Improvement Program
Resolution #19-16LDC

Allocate Funds – Façade Improvement Program

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

Whereas, in 2006 the Victor Local Development Corporation initiated a grant program to encourage businesses in the Central Business District to improve the appearance of their properties; and,

Whereas, The Façade Improvement Program is funded through the Victor Local Development Corporation by the Senator Michael Nozzolio Village Revitalization Grant; and,

Whereas, funding in 2016 will come from the Victor Local Development Corporation and the Urban Renewal Agency with both allocating up to \$10,000.00 for Façade Improvement grants; and,

Whereas, in 2016 the Victor Local Development Corporation will offer matching grants up to \$2,000.00 for façade improvements for commercial buildings through the Façade Improvement Program;

NOW THEREFORE BE IT RESOLVED

That the Victor Local Development Corporation allocates \$10,000.00 for the 2016 Façade Improvement Program.

Review of Tentative Audit Report

Kathy provided the board with copies of the letter of the independent audit report. It found no deficiencies reported. If the board is in agreement, with the she will get back to the Auditors and have them finalize the report. The Board unanimously agreed to have it finalized.

Committee Action Review

Glenn said their assignments have all been completed and he wanted the Board to know that Rebecca did agree to serve on the Communications Committee.

Finance/Loan – Did not meet.

Grants/Property- The committee met with Ed Flynn from LaBella Associates to review our grants opportunities. The portal is open now to submit applications by a deadline of July 29th. They narrowed it down to three opportunities:

Anchor Grant
Technical Assistance – Village Code rewrite
Technical Assistance – Village Master Plan

They also explored two other initiatives that might be options. Mike Guinan was going to get information on some property that may be available. This is in the beginning stages, but there is a timeframe to consider and some things to follow up on.

Communications/Community Relations- Betty mentioned that this committee hasn't met yet, but hopes to coordinate a meeting soon. She did have a preliminary meeting with Kathy to define what should be this committee's objectives.

President's Report

Glenn has been on vacation for the last three weeks but this morning he met with the Grants and Property Committee and he did talk to Rebecca about being on the communications committee.

Open Discussion

Bryan asked about Brad Pearson's replacement as it should be a Village Board member/liason. Kathy reached out to the Mayor and she will be attending the Village Board meeting on June 6th to discuss. The Mayor in the meantime was also going to talk to some of the Village Board members to discuss the position.

Adjournment

Meeting was adjourned on motion at 6:39pm

Sue George, Minutes Clerk