

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, November 13, 2018 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

Vice President	Bryan Powers
Treasurer	Rebecca Melton
Secretary	Carol Commisso
Director	Mike Guinan
Director	Bob Senn
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: President Glenn Cooke and Director Liz Biehler

OTHERS PRESENT: None

Meeting was called to order by Vice President Bryan Powers at 6:02pm.

Salute to the flag.

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

Resolution #42-18VLDC

Acceptance of Minutes

On a motion made by Carol Commisso, seconded by Bob Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated October 23, 2018

Financial Report

Payment of Bills – Abstract #11

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$4991.82.

Resolution #43-18VLDC

Payment of Bills -VLDC

On a motion made by Carol Commisso, seconded by Rebecca Melton, 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 \$2570.34.

Resolution #44-18VLDC

Payment of Bills – Victor Business Connection

On a motion made by Carol Commisso, seconded by Bob Senn, 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 \$2421.48. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #43-18VLDC and #4418VLDC were included in the Balance Sheet totaling \$ 4991.82

Executive Director Report **November 2018**

Economic Development **VLDC**

Reporting Period: October/November 2018

Grants:

- Water Quality Improvement Project (WQIP) – submitting first progress report to the Department of Environmental Conservation (DEC)
- Transportation Improvement Program (TIP) – LaBella & Associates coordinated the submission of an application to fund the proposed roundabout at Lynaugh Rd., Lane Rd. and Victor-Egypt Rd. (County Rd #9).
 - Pre-App submitted and review was favorable
 - Deadline for final submission has been extended to January
 - The Town and Labella will use additional time to strengthen application by gathering input from Victor Central School (VCS) Transportation Director and County Highway Superintendent.
- Rt. 96 Plan Funding – Final \$30,000 reimbursement payout received 10/18
- Anchor Grant - \$500,000 to rehab the Cobblestone on the corner of East Main and Rt. 444
 - State Environmental Quality Review (SEQR) approved – granted clearance to move ahead with project
- Water Infrastructure Improvement Act (WIIA) – additional funding applied for to assist with the Auburn Trail Sanitary Sewer Project

Strategic Planning

- Labella & Associates was hired to coordinate and finalize a Strategic plan to guide the VLDC over the next five years. The resulting strategy identified four broad categories the VLDC will focus on:
 - Adams Street Corridor
 - Downtown Living Strategy
 - Incubating Entrepreneurs
 - Marketing Victor

Kathy passed out the final Strategic plan manual to the Board members.

Access Management:

- Public meeting was held on 10/18/18
- Successful turnout with 40+ attendees
- Written comments were being gathered through 11/2
- Next Committee meeting was 11/8

VLDC Website – www.victorldc.org

- Kathy and Sue worked with a consultant to redesign the VLDC website. The work was completed with the site launching in August. Points of interest:
 - Retail and Service business list
 - Ability to take on-line payments
 - Separate page for (Victor Business Connection) VBC

VBC – Victor Business Connection

- VLDC manages the funds and event coordinator for this group
- Successfully launched 2nd annual Spooktacular Victor Event
- 320 participants – doubled attendance from 2017
- 17 stops – increase from 2017
- New for 2018
 - Main street banners for event
 - Scarecrow contest
 - Instagram contest
 - Radio Advertising
 - Shuttles

Kathy talked further about Spooktacular and the overall success of it. She also mentioned the feedback she has been receiving which is all positive.

Properties of Interest (the ones people are asking about)

- Victor Coal & Lumber – on the market for 980,000 – some interest, many ideas
- 60 Maple Ave – working with two retail tenants interested in sight
- Victor Village Inn – referred possible buyers to the site – some interest

- Cobblestone – A WNY Franchise wants the sight, franchisee identified, currently working with prospect on financing
- Kmart – meeting with leasing agent, Kmart still obligated for lease for 2yrs, current pricing to rent entire space would be \$800,000/year. Exploring some division of space in to smaller units.

Kathy mentioned a brewery she is talking to who wants to come in Victor. The Board also discussed other properties within the Town.

Recent Economic Development Wins – Coordination between Economic Development and Planning & Building department led to the following new businesses locating in Victor.

- Barkman Honey – Lehigh Crossing
- Victor Counseling – location search began with Economic Development, Referral to Anthony Drive – Ribbon cutting 10/30!

Town Website Welcome Videos – Kathy, Tina and Suzy are coordinating with CGI Communications to update the series of Welcome videos produced by them 3 years ago. All the footage for Economic Development is in need of updating. Two of the four re-shoots took place on Friday 11/2 and I’m working on scheduling the others. Tina reviewed the shots overall, recommended new footage and coordinated that.

Village Main Street Plan Update – With the assistance of the VLDC the Village received grant funding to pursue an assessment and update of the Main Street Plan. Consultants reviewed the draft on 11/5 at the Village Board meeting. The Board has the task of prioritizing the projects identified in the draft and Kathy will facilitate a discussion of those on 11/19.

Town Eastview Mall Kiosk – updates are in process for the kiosk structure including new graphics. I will be reviewing those graphic proposals with department heads to gather input.

Kathy also talked about the Status of the VLDC bylaws. Prior to the meeting she received an email from our lawyer who sent her the proposed revised bylaws. Kathy will send that email out to the Board for their review. There is still some question on if/when the VLDC were to purchase property what the tax status would be. Our lawyer is still working on this aspect. If Kathy gets any information on that she will pass it along to the Board via email.

Committee Action Review

Finance/Business Loans- No report at this time. Bob Senn did ask about the status of one of our loan applicants.

Grants/Property- No report at this time.

President's Report – No report, as Glenn was not in attendance.

Adjournment

Meeting was adjourned on motion at 6:33pm

Sue George, Minutes Clerk