

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 27, 2016 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

Vice President	Bryan Powers
Treasurer	Rebecca Melton
Secretary	Diane Camelio
Director	Betty Post
Director	Mike Guinan
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: President Glenn Cooke

OTHERS PRESENT: Evan Kim and Sue Stehling

Meeting was called to order by Vice President Bryan Powers at 6:03pm.

Salute to the flag.

Resolution #31-16LDC

Acceptance of Minutes

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

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated August 23, 2016

Financial Report

Payment of Bills – Abstract #09

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$2182.38.

Resolution #32-16LDC

Payment of Bills - LDC

On a motion made by Rebecca Melton, 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 \$2112.50.

Resolution #33-16LDC

Payment of Bills – Victor Merchants Group

On a motion made by Diane Camelio, 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 for on the balance sheet totaling \$69.88. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #32-16LDC and #33-16LDC were included in the Balance Sheet totaling \$ 2182.38

Executive Director Report **September 2016**

Business Calls/Assistance

Rite of Passage Tattoo

Ferris Terrace

Soul Juicin

Oriental Rug Mart

David Mammano (Avanti Summit, Development ideas, Business coaching)

Allora Salon & Spa

Prima Pop Gourmet Popcorn

Millzy's Barber Shop

Kevin Bruckner – Property owner

Route 96 Infrastructure Study – Kathy was one of eight individuals who volunteered to serve on a steering committee to review proposals submitted and select firms to interview to conduct the study. Four firms submitted proposals and they were all interviewed on 9/21. Glenn Cooke is Chair of this committee.

Town Mobile App – Kathy's recommendation of selecting Solu Digital Technologies was approved by the Town board. Contracts have been signed and phase one of the project will be underway in October. As a reminder, 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, resulting in a revenue source for the VLDC. Her goal is to have this operational and marketable by the end of December. She will be looking to the Communications Committee for assistance/brainstorming on marketing the Mobile App to businesses for sign up.

Kathy discussed with the Board how she budgeted this expense through not only the VLDC, but also the Economic Development department. The budgets have not been approved yet. Kathy felt that since this app is intended to produce revenue for the

VLDC only, the VLDC should incur the cost of it. This helps Kathy remove this from her Economic Development budget as they have been asked to make cuts where they can and this made the most sense to cut. The VLDC has the funds for this expense which will be billed in three installments. The board agreed to add the cost of the app to the VLDC budget.

At this time, Bryan wanted to have our guest introduce himself. His name is Evan Kim he is a student at Monroe Community College and is studying Business Administration. He is a Perinton, NY resident.

Economic Development Strategic Planning – A 3rd meeting was held on 9/8 with Causewave facilitating the process. We used the five core values identified in the meeting prior; Business Friendly, Community Engagement, Sustainable, Strategic and Variety. The group then referred to those core values when reviewing and rating each of the strategies and tactics outlined in the Economic Development chapter of the comprehensive plan. We will hold one additional meeting with the entire group to outline initial results and then work with a smaller group on developing the plan. This plan, when completed, will incorporate initiatives outlined in the comprehensive plan for Economic Development, provide areas of focus for the VLDC and define relationships with existing partners such as Ontario County Economic Development Corporation and Victor Chamber of Commerce, for example.

Thank you to all those involved: Sue Vary, Jack Marren, Sue George, Mike Crowley, Carol Commisso, Mitch Donovan, Glenn Cooke, Rebecca Melton, Mike Manikowski & Betty Post! Great input was received from all involved.

Victor Merchants Group (VMG) Initiative – After much discussion regarding the proposal to incorporate the VMG as a committee under the Victor Local Development Corporation (VLDC), the group has decided to remain independent. A new president was elected – Jack Dianetti, business owner, planning board member and former Town councilman – who took over the position in September. While Kathy has not been able to meet with Jack Dianetti in person, his email communication has indicated the desire to form a legal entity (501) and take over the finances of the organization.

Glenn, Sue and Kathy met with Jack and Tim Maher on 9/21 to review the current procedures for payment of bills and monthly account status.

While the VMG restructures, working to revitalize Main Street won't come to a halt for Economic Department (ED) or VLDC! Kathy plans on discussing with the VLDC board her plans to continue working on Village revitalization efforts by adopting the Main Street Four Point approach (Organization, Design, Promotion & Economic Restructuring). Tactics under these four points are being worked on so all that is

needed is a more strategic approach and collaboration. This will require working with Village Government for funding support.

Professional Development – Kathy attended a one day marketing session held by Finger Lakes Visitor Connection. This was designed to inform Finger Lakes businesses of marketing opportunities that are available through this organization. It was a bit disappointing that not one Victor business attended the event. Mitch Donovan and Kathy discussed ways to promote the event in the future to Victor. She also was able to attend one day of a three day conference on Community Development held in Oswego. Much information was shared and more importantly, it was a great networking opportunity.

Ferris Terrace Development – The project received approvals from the Village Planning board in August! The developer and Kathy continue to work on recruiting businesses to this mixed used development project and should be able to announce tenants this fall.

Sue Stehling was also a guest. She is a Victor Resident, former Victor Chamber of Commerce President and former Victor business owner.

She asked if the Ferris Terrace development will affect the train tracks at all? Kathy stated that Bill Ferris has been in contact with the railroad and the main concern is to have a fence put up for safety reasons.

Miscellaneous but relevant: Allora Salon & Spa is relocating to the space previously occupied by Body Salon & Spa on 96; Prima Pop Gourmet Popcorn opened successfully in time for Hang Around Victor Day; Stumblin' Monkey Brewery opened at 61 School Street; Kathy also met with Doug Scarson – Village Code Officer – to discuss our working relationship.

Committee Action Review

Finance/Business Loans- No report

Grants/Property- No report

Communications/Community Relations- No report

President's Report (Glenn provided Kathy his Presidents report)
SEPTEMBER 2016

- Attended Strategic Planning Committee meeting
- Reviewed Study Objectives and Consultant proposals for Rt. 96 Corridor Study
- Attended Rt.96 Corridor Study initiation meeting
- Attended Interviews Sessions with Consultant Candidates
- Conferred with and advised staff as necessary

Adjournment

Meeting was adjourned on motion at 6:51pm

Sue George, Minutes Clerk