

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, October 22, 2019 at the Town Hall, 85 East Main Street.

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|-------------------------|--------------------|----------------|
| MEMBERS PRESENT: | President | Rebecca Melton |
| | Vice President | Chris Caruana |
| | Treasurer | Liz Biehler |
| | Secretary | Carol Commisso |
| | Director | Mike Guinan |
| | Director | Bob Senn |
| | Director | Scott Thon |
| | Executive Director | Kathy Rayburn |
| | Minutes Clerk | Sue George |

MEMBERS NOTE: Liz Biehler attended meeting via telephone

OTHERS PRESENT: None

Meeting was called to order by President Rebecca Melton at 6:01pm.

Salute to the flag.

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

Resolution #39-19VLDC

Acceptance of Minutes

On a motion made by Carol Commisso, seconded by Chris Caruana, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated September 24, 2019

Financial Report

Payment of Bills – Abstract #10

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$10969.33.

Resolution #40-19VLDC

Payment of Bills -VLDC

On a motion made by Mike Guinan, seconded by Bob Senn, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$3639.54.

Resolution #41-19VLDC
Payment of Bills – Victor Business Connection

On a motion made by Mike Guinan, seconded by Liz Biehler, the following resolution was ADOPTED 7 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 \$7329.79. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #40-19VLDC and #41-19VLDC were included in the Balance Sheet totaling \$ 10969.33.

Executive Director Report
October 2019
Economic Development
Victor LDC

Reporting Period: September/October 2019

Business Outreach

| | | |
|---|---|---------------------------|
| Herendeen Chiropractic | Chit Chat Café - | Finn's Taproom Library |
| Annabel Elizabeth Boutique Café/Cat Lounge Premier Packaging Cork 49 | Village Inn/TK's Kettle Ridge Farm New Bus prospect – 2 East Main Vertex | |

Façade Improvement Program 2019

Twelve projects were approved under the 2019 Façade program for funding – 10 will be completed and funded by the VLDC and Urban Renewal Agency. Two projects were pulled by the building owners due to timing/financial reasons. The total project costs submitted through this program is \$45,434 and we were able to supply \$15,524.89 in grant funding towards those projects. For a complete list of the projects that were funded please inquire with Sue or Kathy.

Victor Business Connection

The group is working on Victor Spooktacular weekend happening 10/25 & 10/26, adults' fun on Friday night and Kids focused on Saturday. Friday night will feature 22 stops offering tastings of adult beverages or food samples. Friday night will kick off at Six50

Black Oven Cooking, on Route 96 with registration at 5:30pm – shuttles will be available to transport attendees around the Village. Adults are also encouraged to dress up and enter the costume contest. Kids will be able to trick or treat from business to business on Saturday and be judged for best costume. The light posts were decorated with cornstalks and businesses and local groups are competing in a scarecrow contest.

Jingle Mingle! We have coordinated with Mike Stockman to host a kick-off to Christmas in the Village on Friday 12/6 called Jingle Mingle. We will promote the Saturday family event and work with him to sign-up businesses with activities for Saturday.

For your information:

The Victor Business Connection (VBC) is a non-member organization focusing on events/promotions that revolve around the small retail and service businesses in Victor. There is a VBC facebook page where we share event information and businesses are able to share business related information. Businesses that participate provide input, ideas and support the events. To get the events planned and implemented we contract with a local event planner, recruit volunteers and utilize the administrative services of Sue George. Funding comes from the Village and VLDC.

Water Quality Improvement Project (WQIP) Grant – Town Storm Water Sewer Geographic Information System (GIS) based MS4 Mapping – As reported earlier the grant deadline was extended to 12/31/19. The team will meet on October 24th to review the project, determine what is left to be done to meet the deadline and review budget vs. grant dollars. Kathy will be submitting a report to the NYS DEC along with a grant reimbursement request. When the project is complete we will have a comprehensive mapping of the Towns storm sewer system including:

- Location of outfalls and names
- Catch basins, manholes and piping
- Boundaries of storm sewershed

VLDC Strategic Plan Implementation – The Board agreed to focus on two areas from the plan: Incubating Entrepreneurs and Marketing Victor. Based on that decision two projects have emerged that will support these efforts:

Developers Forum (marketing Victor for business attraction) – early discussion/planning have targeted this for spring 2020. We will invite developers, real estate brokers and potential business owners to view available properties, development sites and review available incentives. VLDC President Rebecca Melton and Kathy met with Harris Beach and LaBella Associates to begin to frame this concept as they have coordinated these forums in other communities. Kathy will also be coordinating with Kim Kinsella, Planning and Building Department and County IDA for portions of the program. More to come on this!

Incubating entrepreneurs –We need to fill vacancies and there are two components to this:

Business plan contest - this is a creative way to fill vacancies, attract businesses that will complement the surrounding businesses and will have a Village focus. Board member Chris Caruana is engaged in this project utilizing his skill and we are currently working on gathering examples of similar contests and incentives.

Microenterprise Loan Program – this is an application process through CFA where the VLDC would apply for \$200,000.00 and if awarded would be able to utilize the funds as grant money to businesses we are trying to attract.

The board will be discussing these initiatives at the 10/22 board meeting

Victor Library Relocation – Kathy is working on this project as a member of the building and grounds committee established to assist in the process of a new site for the Victor/Farmington Library. There is not much of an update at this time, two sites are being considered at this point but there are many details to be worked out prior to making any concrete decisions.

Scott Thon read a letter he prepared that will be sent to the Library board members individually. The VLDC would like to meet with them to determine if the VLDC can assist with the effort.

Village Revitalization Implementation – A committee has convened three times at this point and we have added Mike Stockman to the group. The committee is charged with working to begin implementing the Village Revitalization Plan adopted in December 2018. We are currently working on a short presentation that we will all be able to share with various groups we interact with to be sure we are communicating effectively. The group is also reviewing an implementation matrix that was provided as part of the plan to begin prioritization/assignments of the projects.

President's Report

As mentioned above in Kathy's report Kathy and Rebecca met with Ed Flynn, LaBella Associates and Harris Beach to discuss the Developers Forum. Rebecca explained how the forum would work. The preparation for a forum like this requires the board's assistance.

There was much discussion on the strategic plan implementation that Kathy outlined above in her report. Many ideas were discussed regarding others to include in the forum: Village, Town and County. Kathy suggested a committee needs to be formed within the board.

June 2020 was the targeted date for the forum and a site to hold it is still to be determined. Scott suggested that by then we need to have some complimentary goals or benchmarks to present, such as a site/plan for the library, a new restaurant and perhaps a new manufacturing/industrial concept that we can announce at that time.

The brainstorming continued on ways to revitalize the Village and get developers in Victor to bring restaurants, artisans and service type businesses.

Kathy will develop a punch list for the Developers Forum and she will need volunteers from the Board. Kathy will revisit with LaBella Associates and Harris Beach to talk further about sites and their preference. Rebecca wants to start to send out a task list to the board members.

Mike exited the meeting at 6:59pm

Open Discussion

VLDC carries Directors and Officers Insurance for the board members through a local Insurance agency which has since closed. We are able to get the insurance through the Main Street agency if we choose and have a quote but would like the board to look at it. Liz Biehler would like to look at the policy to see whether her agency could also quote on the policy. Sue will provide Liz with the existing policy. That policy expires on 12/20/19.

Adjournment

Meeting was adjourned on motion at 7:04pm

Sue George, Minutes Clerk