

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, April 26, 2022 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: President Liz Biehler
Vice President Vince Pettrone
Director Ted Rund Jr.
Director Mike Guinan
Director Joe Corsi
Director Alyssa Serinis
Director Brett Owen
Executive Director Kathy Rayburn
Minutes Clerk Gina Ko

Absent:

Other Attendees: Sue Stehling

The meeting was called to order by President Liz Biehler at 8:03 am.

Salute to the flag.

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

Resolution #10-22VLDC

Acceptance of Minutes

On a motion made by Vince Pettrone seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS.

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated March 22, 2022.

Financial Report

Payment of Bills – Abstract #4

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$6,782.60.

Resolution #11-22VLDC

Payment of Bills -VLDC

On a motion made by Joe Corsi, seconded by Brett Owen, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$6,782.60.

Privilege of the Floor

Sue Stehling asked the VLDC Board, what was going to happen with Hang Around Victor Day. Kathy said the event was coordinated by the Victor Chamber of Commerce not the VLDC. The Victor Chamber of Commerce merged with the Canandaigua Chamber of Commerce and became the Ontario County Chamber of Commerce. The Ontario County Chamber had a discussion about the event but decided against it. They are redirecting people who are asking about the event to the other events that will be going on in Victor such as the Victor Music & Food Fest. Liz Biehler suggested to Sue that she should approach the Ontario County Chamber about Hang Around Victor Day. Kathy also suggested to talk to the Village of Victor/ Mayor Gary Hadden if she and some other people wanted to organize it because the event is in the village.

Executive Director Report- Discussion **Business Awards Luncheon – Thursday May 12**

Kathy said everything is coming together! They have secured an emcee for the event, Wendy Mills from Spectrum News. Wendy covers many local businesses and was thrilled to be involved. Gina has been working diligently on all of the tasks involved: created the Eventbrite for sponsors and ticket sales, tracking both of those and recording meal choices for guests, seating charts, coordinating sponsor ads and more. They are working very well together as a team. Kathy will be working on the scripts and video representing the sponsors and winners during the event. Kathy and Gina met with Cobblestone Catering manager on Thursday to go over the layout and timing of the event and will be coordinating with her as they move forward.

CDBG grant update (Community Development Block Grant)

The committee (Liz Biehler, Rich O'donnell, Ed Kohovec, Kathy Rayburn & Mike Cocquyt) met on April 12th to review applications submitted to date. They have a total of 13 applications submitted and of those nine were selected to proceed for funding at the cap of \$35,000 each. The others were put on hold due to additional information being required and some questions from the committee that need responses. Mike and Kathy sent out notices to the nine businesses – listed below – requesting two more steps that needed to be finalized prior to submission to the state. One is applying for a

UIN (Unique Identifying number) and the other was a business summary form. Applicants are working on those two items and they hope to submit the first batch of 9 to the state by the end of the week. Mike Cocquyt has had to walk some individuals through the steps for both of these pieces of information which has proven time consuming.

Once the submission is sent to the State, the Town will receive the requested funds through direct deposit. Rich O'donnell has processed the resolution to disperse the funds once received to the following businesses:

Apparel Printers Plus

A & E Gifts and Clothing

Tambe Self Storage

Twin Elder Brewery

Bistro 11

Group Tours

Victor Music Experience

Breathe Yoga

Sweet Basil Café

UPWP - Victor Street Connectivity and Access Plan– The steering committee met on 4/21 to review progress on the project and review the draft Technical Memo #3 – Draft Alternatives Development (Draft Recommendations). Meeting minutes were sent out to the committee to review and it is proposed to have a 2nd public engagement session in mid-June present the draft recommendations and gain input.

Adams Street Extension/Feasibility Study – Labella is the consultant on this project and held a project kick-off meeting with the group on February 8th to review project scope and schedule. There are three phases to the project which include inventory & analysis, concept plan development and the final report. It appears they are still in the inventory & analysis phase per Kathy's last email from the lead on 3/23/22. A 2nd committee meeting has not been scheduled and it is her assumption that they will be looking at June before there is any public input session held.

Main Street Fire – Businesses Celebrate Re-opening – May 7th – Victor Music Experience and Bright Side Sweets will be celebrating the re-opening after the fire with a special event. Music & local food will be featured – come on down to Welcome them

back to Main Street. There is no word yet on Victor Yoga Studio because the work is just starting on the site now.

Town Community Event Donations – The Town board approved the contract with Barn Door Events at the March 28th board meeting. Now that the contract is approved Karen Lynch (Barn Door Events) and Kathy are coordinating on outreach. She has also worked with Brian Emelson regarding past sponsorships and has started the process of talking to potential sponsors. Gina Ko put together a comprehensive packet that provides an overview of the events and Karen has included a “sell sheet” to be inserted in that packet that defines the sponsor levels. A priority is being placed on the Concert Series that starts in June as we are late out of the gate and Brian needs to get the program put together in May.

Welcome to Victor Videos – Kathy’s current assignment with this project is to review the script and haven’t had a chance to look at it yet. She will be squeezing that in this week. These are a series of videos that reside on the Town website targeted towards new residents, businesses, and visitors. The video production is of no cost to the Town and CGI sells advertising to Victor businesses that want to be promoted through this venue. When you click on a category a video pops up and the advertiser logos are displayed in the frame around the video – logos are clickable and take you to the advertisers site. Kathy is working with CGI on new footage, scripts and testimonials from local businesses/residents and developers. She would ask department heads to take a look at the videos for input on changes – they are not completely reshooting but there are some that need updates.

Memorial Day Parade – The committee is meeting again on 4/28 to review progress on the planning for the parade. This year Kathy is working with Supervisor Marren, John Turner, Mayor Hadden, Bob Kelly and the American Legion representatives on the logistics of the parade. We have commitments from the fire departments, marching band and some of the community groups. They would love to have some others join us or agree to help!

Here is what they need:

- Outreach to community groups to participate – Kathy have attached a flyer to sign up.
- Two people to be on-site up at the campus for line up time 9:45am
- Two people to help hand out flyers about the Veteran’s program after the parade
 - She is thinking this would happen during the parade to attendees along the route

Open Discussion

The VLDC Board discussed and reviewed the Community Development Block Grant (CDBG) guidelines and the businesses who will be receiving the funds.

Adjournment

Meeting was adjourned on a motion by Vince Pettrone, seconded by Joe Corsi and unanimously approved at 8:59am.

Gina Ko, Minutes Clerk