

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, April 27, 2021 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: President Rebecca Melton
Secretary Joe Corsi
Director Mike Guinan
Director Scott Thon
Director Vince Pettrone
Director Ted Rund Jr. (*After early Resolutions*)
Executive Director Kathy Rayburn
Minutes Clerk Debby Trillaud

MEMBERS ABSENT: Vice President
& Treasurer Liz Biehler

GUESTS: Amy DiPrima; Gina Ko

The meeting was called to order by President Rebecca Melton at 8:01 am.

Salute to the flag.

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

Resolution #14-21VLDC

Acceptance of Minutes

On a motion made by Scott Thon, seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS.

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated March 23, 2021.

Financial Report

Payment of Bills – Abstract #4

The Board reviewed the invoices to be paid from the Victor Local Development Corporation. The unpaid invoice totaled \$5,019.07.

Resolution #15-21VLDC
Payment of Bills -VLDC

On a motion made by Mike Guinan, seconded by Scott Thon, 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 \$5,019.07.

Privilege of the Floor – No one requested privilege of the floor.

Economic Development
Victor LDC Update
April 2021

New Business/Location assistance:

Still getting inquiries on various locations throughout Victor. Kathy has been sending out information on available space for lease and purchase. Some of the inquiries including location assistance and new businesses include:

- Ice cream shop
- Tattoo Parlor
- Acupuncture/Massage Therapy
- Canning Parkway business looking to relocate – joint work with County on this
- Mark IV Enterprise- reviewed a Village development site with them, introducing them to Village staff
- Nocino – new Italian restaurant opening at the former Biaggi’s location at the Mall – discussions with the owner regarding grand opening, partnering etc.
- AE Artisan Market – 10 East Main Street – Owner of AE clothing & Gifts took on additional space and offers handmade goods from local artists.
- Cannabis business – pending municipal opt in/out and licensing Kathy was contacted by two individuals interested in operating a retail location in Victor. Kathy has been guiding them through the process here and making introductions for them to discuss the concept.
- Two Guys Food Truck – Bistro 11 Parking lot
- Sage Therapeutic Massage – located in the front of 86 West Main Street
- Hobby Lobby is open!
- Salon Sano is relocating from 10 East Main to 274 West Main above C&R Vision
- Dicks House of Sport held a grand opening on 4/9 – business has been steady since

Business Conditions: Businesses, especially the restaurants, need staff. With the current unemployment funds it seems people would rather collect that than accept a position. Many in the hospitality arena are anxiously awaiting details on event restrictions now that the numbers have been lifted – no updates since March 15. Theatres and entertainment capacity has increased slightly.

VCDO Partnership Update –

- www.vcdo.org
- A press release was issued and we received coverage in RBJ on-line edition, it was also picked up in the Post.
- Amy came up with a unique idea of using a plastic coin – like a poker chip – one side has a QR code on it for people to scan for current business promotions. This is updated easily and Amy and Kathy are discussing this opportunity with businesses and handing them out at events etc.
- We held a successful Spring Fling on Main Street Saturday 4/10. Weather cooperated and businesses were pleased to have people out and about.
- Part 2 T.V. commercials for business attraction – Three businesses were featured providing testimonials about why Victor is the place to do business: Hopper Hills, Allora Salon & Spa, and Mobile Graphics. These have been airing on channel 13. We have had calls in response to the ads: Quatela Office manager reached out regarding connecting with the community and new businesses looking for information as an example.
- An updated events list for 2021 has been established – attached! We are working with Brian Emelson on the coordination and implementation of the 2021 Concert Series as well.

Grants –

- FEMA –**No news on the appeal that was submitted for funds denied.**
- CDBG – Community Development Block Grant – Kathy has contracted with Labella to apply for this grant funding which has a specific component for Economic Development Microenterprise Loan funds. 49 surveys were received, demonstrating the demand for such funds. The requested amount was \$500,000 for Town wide small business assistance. There is a follow-up call as part of the application process on Monday 4/26.
- UPWP – The Town’s proposal for the **Victor Street Connectivity and Access Plan** was approved for funding to build on the plan completed in 2019. This next phase will provide concept level designs to better connect street, trails and sidewalks. Joe Bovenzi from GTC is leading this process and we will soon form a steering committee. Updates will be provided to the Town/Village boards and it is our hope that members from those boards would participate.

VLDC Audit – the annual audit for the year ending December 2020, was completed and posted to the PARIS system on time. No deficiencies were identified. Copies of the audit were distributed to all board members and are posted on the VLDC website – www.victorldc.org.

Building & Site database/inventory –

- Suzy is assisting Kathy with logging new listings that are received to the Building & Site section of the website.
- The map that VLDC board member Joe Corsi came up with to highlight available properties is in a format that would not be compatible with the new VCDO website. Apparently it would only be a picture instead of interactive as planned. Still looking at options for that because the concept is innovative and would be very user friendly if we can figure out how to apply it.
- Kathy spent some time driving to the various industrial parks etc. to acquire building/space availability to include in the inventory. After the drive by, she reached out to the real estate representatives for the properties in order to receive specs/pictures.

Business COVID Relief – PPP, EIDL, NYForward, Restaurant relief funding...there is a lot for these businesses to digest and navigate. Kathy sat in on a webinar in which municipalities call to gain information on the Restaurant relief fund – portal is supposed to open for submission this month. Kathy has circulated the information and sample application to the local restaurant/brewery list – included were websites for assistance and contact information for Kathy to help them through the process.

Miscellaneous but relevant:

- VCDO is hosting a networking session at the new LNB office on May 6th – flyer attached. Please stop by for a tour, refreshments, networking and a presentation. We are requesting that you register to give LNB a count for food and beverage – the link to register is on the flyer.
- Kathy worked with Senator Schumer’s office to arrange for a press conference at Thirsty Turtle on 4/5 where he discussed the American Rescue Act – specifically the funding for restaurants
- Gina Ko started assisting with Economic Development activities on 4/5 – things are going well and Kathy will bring her to a board meeting for an introduction.

Open Discussion

Kathy introduced Gina Ko who was hired by the Town to help Kathy with Economic Development activities. Her activities include: marketing, Facebook posts, email blasts, and posting events on the websites, and basic administration duties..

The Alive After Five networking event presented by the Victor Community Development Office (VCDO) on the VLDC update report was cited again. Bring a friend!

Kathy noted, for the record, that she did not recruit the cannabis business that is interested in a Victor location. She is treating them like any other business. The Village and Town Boards need to vote to opt in or opt out of having such a business. The initial understanding is that Cannabis businesses would start opening in New York State in 2022 after the process of being issued licenses. Using Massachusetts establishments as an example, this type of business creates high sales tax revenue.

Board members were very concerned about the negative social media backlash regarding the intended property purchase by the VLDC. There was misinformation on social media that affected them personally and there is a need to emanate the correct and actual idea and vision behind the desire to purchase the property. A soon to be vacant building was presented to the VLDC by the owner of the property which gave rise to the potential of the building being used as a business incubator location. The public also seem confused that the VLDC and the Town of Victor are separate entities.

As per Board resolution, a letter of intent for purchasing 14 Railroad Street was presented to the owner of the property for \$700,000. Now there is the need to proceed with a purchase offer. With that offer is a \$20,000 refundable deposit, per the letter of intent, and if the VLDC cannot meet certain criteria the money will be refunded to the VLDC. The biggest criterion is securing financing for the purchase of the building.

Kathy Rayburn met with the Ontario County Economic Development Corporation to discuss support for the purchase. The VLDC must own the property before a grant can be applied for, however, the OCEDC found the project concept very favorable and would like the VLDC to come back to them with a specific amount that is requested. In order to know exactly how much to ask for a business plan must be developed.

A preliminary application telephone conversation was had by Kathy with Albany regarding the New York State Micro Enterprise Program and the VLDC was Pre-approve to apply for this grant! The monies would go to the individual businesses that would use the space at 14 Railroad Street.

There was a concern about what was expected from VLDC Board members. The members' time is not expected for the operations of this project. The members of the Board were chosen and are on the Board for their expertise in their various professions.

To pursue the concept of the building to be used as a business incubator to promote growth and help small businesses who cannot afford a brick and mortar building a vote must be made to make a purchase order. Without an affirmative decision to move forward, time spent in research and due diligence could be wasted.

Many questions must be answered to develop a business plan including: Should it become an LLC; what are the contents of the building that will be included in the purchase price; sales tax questions; definitive amount the VLDC will offer for the property; funding; bank loans; cost of renovation of the building and renovation plan; contractors; would contract workers need to be paid prevailing wage; would there need to be requests for proposals (depends on VLDC procurement policy); Insurance questions; which consultants would be hired; a committee must formed and who will be on it; etc.! An attorney must be decided upon and a purchase offer put in place to begin the research and due diligence that must be done to see if it is feasible to purchase the building and go forward with the plan. Again, if it is not feasible financially the \$20,000 is a refundable deposit.

Time is of the essence because there is a window to apply for grants and the tenants who have indicated the intention to have their business in the building may go elsewhere because they want to do business. There are 7 tenants who have stated their intention to rent space in the building.

The VLDC Board agreed upon and determined that a special meeting should be held to sufficiently inform the public and members of the Victor Town and Village Boards regarding the VLDC intent of real property acquisition before they vote on whether to go ahead with a purchase offer. They would like to relay the message that moving forward with the purchase is a positive intention to bring commerce to Victor.

The meeting will be advertised and held in two weeks on Tuesday, May 11, 2021 in the main meeting room at Victor Town Hall and will also be live streamed via YouTube.

Resolution #16-21VLDC

Decision regarding Attorney for matters regarding real property acquisition

On a motion made by Scott Thon, seconded by Joe Corsi, the following resolution was ADOPTED 6 AYES 0 NAYS.

Resolved, that after discussion of the estimated cost quotes given by several Law Firms, the Board decided to choose Gallo and Iacovangelo LLP for matters regarding

the purchase of the property at 14 Railroad Street in Victor. The firm has specific experience with a Local Development Corporation purchasing property.

Adjournment

Meeting was adjourned on a motion by Mike Guinan, seconded by Scott Thon and unanimously approved at 10:07 am.

Debby Trillaud, Minutes Clerk