

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, August 22, 2023 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: President Liz Biehler
Director Joe Corsi (by Phone)
Director Brett Owen
Director Alyssa Serinis
Executive Director Kathy Rayburn

ABSENT: Ted Rund Jr., Mike Guinan, and Gina Ko

The meeting was called to order by President Liz Biehler at 8:05 am.

Salute to the flag.

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

Resolution #19-23VLDC

Acceptance of Minutes

On a motion made by Liz Biehler seconded by Brett Owen, the following resolution was ADOPTED 4 AYES 0 NAYS.

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated July 18, 2023.

Financial Report

Payment of Bills – Abstract #8

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$5,882.78.

Resolution #20-23VLDC

Payment of Bills -VLDC

On a motion made by Liz Biehler, seconded by Alyssa Serinis, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$5,882.72.

VLDC/Economic Development Update

Village Façade Improvement Program

This is a program funded by Victor LDC and Village Urban Renewal agency.

- Committee consists of: VLDC board members Joe, Brett & Alyssa and Carol Commisso from Urban renewal/Village board.
- 20 Submissions were received, and we can fund 9.
 - Projects completed:
 - 72 West Main (Lovely Bride Bldg)
 - 1 East Main (Hopper Hills)
 - 66 School St. (Cares A lot daycare)
 - Projects Underway
 - 62 West Main (Slippery when waxed bldg.)

Community Events

Victor Music & Food Fest – VMFF – 8/12

- Village event organized by Barn Door events (Karen Lynch) with support from John Turner and myself.
- Still calculating attendance but the event was a hit – even with the monsoon that came through! A bit of an electrical challenge after the rain with the band but they fixed that and played the rest of their set. All positive feedback that night and the days following!
- Check out the FB page for photos and drone footage – victor music & food festival on FB.

Hometown Day – 9/9 10am – 4pm

- A&E Gifts owner Aimee Cain is the coordinator of this event.
- I am assisting with some elements like music & logistics.
- Local restaurants are participating with limited menus that fit with the event.
- Music consists of local musicians and students from Victor Music Experience
- The Devil Dash race put on by the VCS foundation will take place at 10am on that day.

Climb Aboard Victor – 9/16 – 9am – 3pm

- Councilman Cusimano is working daily on the coordination of this event.
- Gina and I are his wingmen!
- Registration for the event is closed.

- This event has been moved to the Village and will take place on Adams Street, Mead Square & Fireman's field.
- Victor Fireman's Chicken BBQ will be held that day as well.
- Check out more information on FB – Climb Aboard Victor.

Spooktacular – 10/27 & Jingle Mingle 12/2

- Both events are coordinated by Economic Development Department
- Planning has started for these two events.
- Outreach to breweries and wineries has begun.

Workforce issue for many businesses – many of the local businesses are struggling to gain employees. After some discussion with business owners, I am coordinating a group buy where each business pays a portion (divided amongst the number of businesses participating) to be part of the display ad. We are working now with Genessee Valley Pennysaver – reserved the front cover for the 9/15 issue. Focus for this one is retail, service and restaurant businesses. We will use the ad on social media as well. If all goes well, we will expand it to reach other businesses. Space is limited and it is on a first come first serve basis.

Grants Update

- Adams Street Extension – Jack and I met with Ed Flynn from Labella to discuss funding for this project and the RAISE grant that will be the major funding source. We discussed steps to ready the town to apply, estimated costs and timelines.
- NYMS – as discussed in my last report I worked with the Village to apply for funding for Village Revitalization projects. I presented to the Ontario County Economic Development Council on 8/8 to discuss borrowing funds from that agency for the VLDC to offer bridge loans to property owners approved for NYMS funds. The response was favorable from the board. We will work on some logistics and then wait for award announcements in December.

Business Visits and new businesses:

- Bleu Dog Drink Company locating at 33 W. Main
- A Good Measure Bakery – working with them on location
- We Buy Gold is relocating to 7 East Main
- Giovanni's lunch cart is back open under new ownership – John Posella
- Meeting with marketing person from Fingerlakes Dental
- Molly V's – brick & mortar space at 33 W. Main

Miscellaneous but relevant:

- 8/8 toured the Geneva technology park – food hub.
- Introduced Supervisor to CEO at Rochester Dermatologic Surgery center – tour of facility
- Wrote a letter of support for the VF Library applying for funds through Ontario County Art grant.

Joined the board for The Spot – volunteered at the Backpack giveaway in Canandaigua

Open Discussion

Kathy Rayburn informs the VLDC Board that she and Gina Ko went to Ravenwood Golf Club for a venue tour and to get more information about the space because they were thinking of changing locations for the 2024 Victor Business Awards. When they went, they were very impressed with the renovations and the space, so they have decided to try it out for next year.

The Board was notified that Vince Pettrone officially resigned from the VLDC Board, but will continue to work together with Kathy when she needs insight with real estate.

Adjournment

Meeting was adjourned on a motion by Brett Owen., seconded by Alyssa Serinis and unanimously approved at 8:30am.

Gina Ko, Minutes Clerk