

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, December 17, 2019 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Rebecca Melton
Vice President	Chris Caruana
Treasurer	Liz Biehler
Director	Mike Guinan
Director	Scott Thon
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Carol Commisso

OTHERS PRESENT: None

Meeting was called to order by President Rebecca Melton at 6:25pm. (Loan committee were meeting prior to the start of the meeting)

Salute to the flag.

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

Resolution #45-19VLDC

Acceptance of Minutes

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

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated November 19, 2019

Financial Report

Payment of Bills – Abstract #12

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$8010.68.

Resolution #46-19VLDC

Payment of Bills -VLDC

On a motion made by Chris Caruana, 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 \$6609.51.

Resolution #47-19VLDC
Payment of Bills – Victor Business Connection

On a motion made by Liz Biehler, seconded by Chris Caruana, 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 \$1401.17. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #46-19VLDC and #47-19VLDC were included in the Balance Sheet totaling \$ 8010.68

The loan committee approved a loan to Sweet Basil Café. A resolution will be made at the January meeting.

Executive Director Report
December 2019
Economic Development
Victor LDC

Reporting Period: November/December 2019

Business Outreach

Chamber of Commerce	Chit Chat Café -	
Annabel Elizabeth Boutique Seasonal Pantry (New Biz) Bright Raven Gymnastics	Village Inn/TK's Kettle Ridge Farm Sweet Basil Cafe	

Façade Improvement Program 2019

Ten projects were completed with grant funding provided by the Façade Improvement program. As a reminder the funds are allocated by the VLDC and the Urban Renewal Agency (URA), those projects residing in the URA district are funded by that agency and the rest by the VLDC. The project costs submitted through this program totaled \$39,015.09 and we were able to supply \$13,549.89 in grant funding towards those projects. For a complete list of the projects that were funded please inquire with Sue or Kathy and will print that out.

Victor Business Connection

We coordinated with Mike Stockman, from the Parks and Rec dept., to introduce some new businesses to the Christmas in the Village event and brainstorm on possible changes to the popular event. Victor Business Connection (VBC) held a Friday night event to kick off the weekend – unfortunately the weather DID NOT cooperate, but the people who ventured out had a great time! The VLDC sponsored the horse drawn wagon rides which are a huge hit during Christmas in the Village.

In order to be confident that the VBC is supporting the businesses as intended, I am coordinating a focus group in January that will be facilitated by an outside agency. The group will consist of approximately 12 individuals representing business, new and old, coordinators and representation from local government. We need some direction from those we are working to support and an opportunity to provide insight on funding realities, communication tactics and more. We will also use this time to explore the relationship with the Victor Chamber of Commerce who will be represented at the meeting.

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.

Victor Chamber of Commerce –Local business owner Amy DiPrima has been hired as the Executive Director of the Chamber. Kathy has worked with Amy since she started her gourmet popcorn businesses – Prima Pop and assisted in securing both of her locations. She is very excited about working with Amy as she embarks on this journey and look forward to coordinating on projects. Amy has asked that Kathy serve on a committee for the Chamber.

Water Quality Improvement Project Program (WQIP) Grant – Town Storm Water Sewer (Geographic Information System) GIS based MS4 Mapping –

Keith Maynard, Kim Kinsella and representatives from Labella have completed the work on the GIS Mapping projects as outlined in the grant contract. We received the final invoice from Labella so that we can submit that for reimbursement from the program. Kathy has some paperwork to put together once the invoice is paid by the Town Board at the December meeting and will then submit documentation for final reimbursement. The final project for the Town will include:

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

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) –The board decided on June 4th as the date for the forum and it will be held at the Town Hall. 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 secured a contact and pricing on buses for the tour portion of the event and Kathy will begin working with Kim Kinsella in January on identifying development sites to feature. We will regroup with Harris Beach and LaBella Associates to coordinate as they have worked on these initiatives in other communities. We will also include discussion with the Ontario County Economic Development.

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

1. **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.
2. **Microenterprise Loan Program** – this is an application process through CFA where the VLDC would apply for \$200k and if awarded would be utilized the funds as grant money to businesses we are trying to attract. Kathy has received a quote from Labella to assist in applying for this grant and will review with the board at the December meeting.

Downtown Revitalization Initiative (DRI grant) – With the completion of the Village revitalization plan, the Village is in a good position to apply for \$10 million in grant funding through the CFA process. Kathy discussed the opportunity with the Village board in November and have accepted a quote for grant writing. This initiative is a community effort (Town and Village) and will require a team effort, which she believes will start with the existing revitalization team – myself, Carol Commisso, Bob Kelly, Mike Stockman and John Turner.

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. The leaders of this initiative are working to resolve a Reverter Clause that exists on the current site from the Village Urban Renewal Agency. The Library is asking that this is lifted so that they are able to get the equity from the sale of the building in the future. Kathy has introduced Tim Niver (Library Director) to a property owner to discuss this location as a possible site for the Library. Currently the team is still evaluating sites.

Extracurricular Activities – December 14th was Give Around Victor Day coordinated by the Victor Farmington Food Cupboard, area churches and more. The programs that were offered to those in need included clothing, free haircuts, food baskets, gifts and Christmas Stockings. Kathy and Sue coordinated the Stocking program for the second year and with the help of many were able to fill 436 requests.

Kathy is mentioning this because it is a tremendous effort that assists so many individuals and families that Kathy commends the organizers of this day! She only worked a portion of it that day but so many recipients were truly grateful and wished us a Merry Christmas!

Happy Holiday's! Kathy is looking forward to what 2020 has to bring!

Kathy let the board know that she did receive Bob Senn's resignation letter and had the board to review Vincent Pettrone's resume for the vacancy. Scott and Mike also know Vince and know he would be a good candidate. Kathy will let Vince know to attend the January meeting to be appointed to the board. The board unanimously agreed.

Executive Session

On a motion made by Scott Thon, seconded by Liz Biehler, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, to enter into Executive Session at 6:35pm for discussion of a personnel matter.

Sue George remained.

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

Resolved, to exit out of Executive Session at 6:47pm

President's Report – No report at this time. However, Rebecca did suggest that they start the process for the Developers forum before the January meeting.

Adjournment

Meeting was adjourned on motion at 6:48pm

Sue George, Minutes Clerk