

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, July 21, 2020 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Rebecca Melton
Director	Mike Guinan (via Phone)
Director	Scott Thon
Director	Vince Pettrone
Director	Ted Rund Jr.
Executive Director	Kathy Rayburn
Minutes Clerk	Debby Trillaud

MEMBERS ABSENT: Liz Biehler

OTHERS PRESENT: Joe Corsi

Meeting was called to order by President Rebecca Melton at 8:02 am.

Salute to the flag.

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

Resolution #27-20VLDC

Acceptance of Minutes

On a motion made by Scott Thon, seconded by Ted Rund Jr., the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated June 23, 2020.

Financial Report

Payment of Bills – Abstract #07

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$4,093.77.

Resolution #28-20VLDC

Payment of Bills -VLDC

On a motion made by Scott Thon, seconded by Ted Rund Jr., 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 \$4,093.77.

Payment of Bills – Victor Business Connection

There were no invoices for the month of July, 2020.

Note: Resolution #28-20VLDC were included in the Balance Sheet totaling \$ 4,093.77.

Executive Director Report

July 2020 - ED/VLDC update

COVID Response/Business Support Initiatives

Business Financial support:

- The VLDC deferred all loan payments until July 1 and we are sending reminders out to loan recipients that those will be starting up again. **All loan recipients restarted their payments on July 1.**
- The VLDC and Village Urban Renewal agency retooled the Façade program to be able to offer funds not only for traditional façade programs but COVID relief as well. Funds can be used for COVID related expenses/relief (rent, utilities, disinfecting supplies, COVID signage etc.).
- **14 applicants were notified of funding acceptance and deadlines. We have issued 5 reimbursements at the time of this report. Deadline for submission for COVID funds is 8/25/20 and the Façade projects have until October to submit proof of work.**

Business Outreach:

- Business email blasts
 - The email notifications are now regarding changes/updates to executive orders, recently notified businesses of the upcoming road closure for the Rt. 96 round-about.
 - Kathy will be implementing a regular “newsletter” with business updates, helpful hints and tips, webinar information etc. **She hasn’t had the time to start this yet – current plan is to implement in August.**
 - **In-person business visits are picking up but some are still only open by appointment so phone calls work for those.**
- What Kathy has heard is mixed – restaurants/bars have been hit the hardest and some may not recover. Many owners are creative and able to pivot but most are exhausted.

- Some businesses like Gyms have still not been able to open – conducting classes outside their facilities or at local parks.
 - Breathe Yoga received a permit for a temporary tent to conduct yoga classes in the parking lot.
 - Spoke cycle brought the bikes outside for classes and was featured on Ch. 13 morning news.

Re-opening/Recovery

- <https://www.visitfingerlakes.com/partners/reopen/> *Page is updated with relevant business information*
- We have created a "Supply Resource Bank" and have masks, gloves, sanitizer and signage available for purchase in smaller quantities. Many Victor businesses are purchasing their supplies through this. I have been handing out window decals we had printed regarding a "Community Promise" and "Did you Remember your Face Mask?" *Continues to be a resource for supplies and Kathy is handing out decals as she visits businesses.*
- Supervisor Marren secured Face Shields and he and Ms. Rayburn distributed them to local barbers and salons that requested them. *Eastview Mall salons/barbers were also provided with a supply.*
- **Marketing Victor**
 - Coordinated three videos featuring many Victor businesses that is being used on Social media.
 - Videos have been posted on social media sites and business sites and are being shared. *Going to use the videos on the Eastview Mall kiosk as a temporary fix until a new video can be done for that location.*
 - Kathy worked with WROC on some paid TV spots that began airing on June 8 and run through August 2nd. These are focused on Victor attractions – golfing, shopping, dining and hiking. WROC is also airing paid spots from about 12 Victor businesses. *Spots have been airing, hope you have been able to catch them!*
 - Ms. Rayburn is currently working to develop a "punch" card to entice people to shop/buy local – *buyers that fill up the card are registered for a basket drawing. No cost to businesses, easy to do and doesn't require an event that would create a gathering.*

Grants

- **FEMA – Town reimbursement for COVID related expenses**
 - *Submitted one project for supplies & materials*
 - *Working on second project submission for personnel hours related to COVID activities*

- I will also be calculating and submitting all of Supervisor Marren's hours and submitting as a separate report. **Complete**
- **DRI**
 - No word on funding availability.

Positive Business Happenings:

- Sweet Basil Café opening soon at 2 East Main (Cobblestone). COVID stalled the construction process but they are moving now. Fresh Asian cuisine.
- ESL – Project is moving forward at the site of the old Victor Coal & Lumber and Bottle & Can.
- Kim, Jack and Kathy are working on location assistance for a Welding/Assembly business in need of 100,000 square feet.
- Tom's Pro Bike opened at Highpoint in March
- Uncle Franks Men's Club is now located at 49 West Main
- Planning & Building has received an application for Hobby Lobby in a portion of the Kmart building
- Victor Vet Care is expanding in its current location
- Code 2 relocated to the building next to Six 50
- Rochester Dermatology Surgical center is open – Kim and Kathy went for a visit/tour
- Mexican restaurant is interested in space in the Village – meeting with myself and Marty next week.
- Bright Raven Gymnastics is now open off School Street!

Yes there are some closings due to COVID and some that were happening prior to March – but I chose to focus on the positive for this report!

Miscellaneous but relevant

- Kathy has been working with Chris West – owner of 60 Maple Avenue – regarding filling a portion of the space and potential business for that space. **Getting closer to being able to announce!**
- Ms. Rayburn has been collaborating with the Victor Chamber Executive director on various initiatives and see there are some possibilities for a more expanded collaboration in the near future. **I met with the Executive Director and President to continue our discussion of working together and combining resources. We are progressing with a plan.**
- Debby Trillaud is now assisting Kathy with VLDC and has relocated to the Economic Development office. She was a quick study with Sue and Kathy is happy to have her working with me. Welcome Debby!

THE END OF AN ERA!

Sue George will be leaving us after this week to work for Allstate Insurance in Victor. Kathy hired Sue 8 years ago when the VLDC was located in the old Fire House at 5 West Main. It has been a great ride and they achieved so much as a mighty team of two! They shared so many laughs and hair pulling moments and Kathy is sure there are a few times that Sue may have gotten a bit frustrated with her.....she hung in there though! Kathy valued her attention to detail, ability to tackle the financial piece for the VLDC and willingness to "roll with it". Sue will be just down the street and Kathy knows she will be calling her as we move forward. Join Kathy in wishing Sue well and thanking her for these years of dedication and commitment!

Kathy Rayburn, Executive Director, introduced Joe Corsi who applied for the Director position vacated by Chris Caruana. All the Board members had a copy of Mr. Corsi's resume and letter of interest and Scott Thon and Vince Pettrone had already spoken to him.

Joe spoke to the Board regarding his interests and strengths and the Board members voiced that he had a lot to contribute and looked forward to working with him.

Resolution #29-20VLDC **Appointment of Board Member**

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

(President Rebecca Melton had necessarily left the room)

Resolved, Joe Corsi was nominated to fill the board seat vacated by Chris Caruana. Joe Corsi accepted the nomination.

Director – Joseph Corsi - Term expires 7/2023

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

Executive Session

On a motion made by Vince Pettrone, seconded by Ted Rund Jr, the following resolution was ADOPTED 6 AYES 0 NAYS

Resolved, to enter into Executive Session at 8:31 am for discussion of real property matters. Debby Trillaud remained.

Resolved, to exit out of Executive Session at 9:20 am

Open Discussion

There was general discussion among the board pertaining to Covid-19, finances and budgets, etc. The questions being asked are regarding Covid-19 regulations and opportunities for funding aid. Many businesses are hurting but there are also businesses that are looking for space to open. It was mentioned that there should be a way to relax the timeline of the process to get new businesses up and running in their new location. 45% of the Town's budget comes from sales tax revenue so the Town is also severely affected by the current situation.

Kathy indicated to the board that, because of this loss of revenue, the VLDC Board is looking at different ways to gain revenue for the VLDC .

Adjournment

Meeting was adjourned on motion Scott Thon, seconded by Vince Pettrone, at 9:30am.

Debby Trillaud, Minutes Clerk