

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, June 26, 2018 at the Town Hall, 85 East Main Street.**

<b>MEMBERS PRESENT:</b>	President	Glenn Cooke
	Vice President	Bryan Powers
	Treasurer	Rebecca Melton
	Secretary	Carol Commisso
	Director	Mike Guinan
	Director	Bob Senn
	Director	Liz Biehler
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

**MEMBERS ABSENT: None**

**OTHERS PRESENT:** Ed Flynn, LaBella Associates

Meeting was called to order by President Glenn Cooke at 6:00pm.

Salute to the flag.

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

\*\*\*\*

**Privilege of the Floor**

Ed Flynn, LaBella Associates and Kathy Rayburn interviewed a group of stakeholders consisting of VLDC Board Members, developers, business owners and property owners from our community. Ed presented to the Board a summary of those interviews:

They were asked a series of questions, five of them were:

1. What are Victor's Assets
2. What are Victor's Impediments
3. What are Opportunities
4. What are some Focus Areas for the VLDC
5. What Community to Emulate

Ed read through what was listed under each question.

Also through those interviews he came up with possible five emerging projects:

1. Implement Downtown Strategy Concepts (Village Project)

2. Adams Street/Rail Corridor – redevelopment (this may be part of Downtown Plan)
3. Restaurant / Retail Attraction / Incubator
4. Training / Technical Assistance
5. Developer Meeting to introduce Victor & Opportunities

Ed read through the stakeholders input.

*Kathy asked Ed what his next steps were. He said he has to look at all the plans and pending/existing projects happening in the community, then he will use that information and the information from this report to come up with some suggested projects or programs for the VLDC. Ed also asked Kathy to meet with the Planning and Building Department to see what projects/plans are in the works and get that information back to Ed.*

*Bryan mentioned the recent closing of Victor Coal & Lumber which definitely needs to be added as part of the equation.*

*Ed also asked for information on the Ferris Terrace project and also on the buildings on Rawson Road (mainly occupancy). Rawson Road can be part of the planning projects.*

*Glenn said the Board would have ample opportunity to provide input once we see Ed's draft report and suggested having a workshop at this time. Glenn then thanked Ed for coming.*

*Ed Flynn exited at 6:18*

\*\*\*\*

**Resolution #25-18LDC**  
**Acceptance of Minutes**

On a motion made by Bob Senn, 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 May 15, 2018

\*\*\*\*

**Financial Report**  
**Payment of Bills – Abstract #6**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$8667.47.

## **Resolution #26-18LDC**

### **Payment of Bills - LDC**

On a motion made by Bryan Powers, seconded by Rebecca Melton, the following resolution was ADOPTED 7 AYES 0 NAYS

**Resolved**, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$7793.02.

## **Resolution #27-18LDC**

### **Payment of Bills – Victor Business Connection**

On a motion made by Carol Commisso, seconded by Bob Senn, the following resolution was ADOPTED 7 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 \$874.45. Invoices are to be paid out of the Victor Business Connection account.

*Note: Resolution #26-18LDC and #27-18LDC were included in the Balance Sheet totaling \$ 8667.47*

\*\*\*\*

## **Executive Director Report**

**June 2018**

### **Business Outreach**

- **Victor Sports Academy**
- **Eastside Martial Arts**
- **Rock Steady Boxing (new)**
- **Side Street Laundry**
- **Victor Crossfit**
- **Black Boot Distillery (new)**
- **WNYSL – Office Space**
- **The Key to Rentals (new)**

*Glenn asked about the Black Boot Distillery which was a referral from Liz. Liz explained to the Board about his business. This is a gin distillery.*

### **Grant Admin Update**

- **RT. 96 Plan**
  - Empire State Development (ESD) funding for plan –final Grant Disbursement Agreement from ESD received and required documentation submitted to ESD contact on 6/18/18. Amount to be reimbursed to Town

from ESD is \$30,000. We will continue to monitor reimbursement process to disbursement of funds to Town.

- **Water Quality Improvement Project** funding received for the Towns storm sewer system mapping project - \$90,000 (Total project cost = \$120,000)
  - Contract signed by Jack Marren and submitted via the Grants Gateway Portal **6/6/18**
  - Next Steps:
    - Town to purchase Geographical Information System (GIS) receiver to use in gathering field data – ***cost is reimbursable via grant.***
    - Intern to start in August to perform field work for the project
  
- **NYMS Anchor Grant - \$500,000 awarded for Cobblestone rehabilitation –**
  - Grant agreement executed by New York State
  - **Applicant is presented building design concepts to Village Planning Board – 5/23/18**
    - Requested to address the board a 2<sup>nd</sup> time to confirm some materials/colors – approved by planning board and state historic preservation office.
  
- **Technical Assistance Grant (TAG)/ESD funding - \$50,000 awarded** between the two funding agencies - revise of the village revitalization plan.
  - Grant agreement executed.
    - **Consultant concluded stakeholder interviews**
    - **Will be attending July Village Planning board meeting to present/discuss progress**
    - Working with Kathy and Village to identify 5 buildings for redevelopment per the grant agreement.

### **VLDC Strategic Planning**

The board approved hiring consultant – Ed Flynn of Labella Associates – to assist with strategic planning for the VLDC. Ed will be attending the 6/26 board meeting to report out on progress to date.

- Kathy and Ed conducted stakeholder interviews on 6/19 & 6/20
- Stakeholders included: VLDC board members, representatives from Town & Village businesses and property owners. At the time of this report we conducted 10 interviews between the two of us.

### **Victor Business Connection (Victor Businesses promoting Victor Businesses)**

- Lisa Hubler (consultant) and Kathy presented to the Village board on 6/4 providing an update and requesting continuation of Village funding commitment for 2018/2019

- Kathy and Lisa met with Mike Stockman to discuss collaboration on some events (Christmas in the Village)
- Spooktacular – is in the planning stages for October 26 & 27
- Small Business Saturday – will be a focus for the group this year with a customer appreciation theme.
- Lisa met with Farmers Market Manager to discuss promotion ideas. She is promoting the market on Facebook and working on soliciting local restaurants to set up during market hours.

*Kathy provided an update regarding the presentation to the Village Board with Lisa. She did speak with the Mayor today and the Village will be contributing for the Event Coordinator funding. Kathy wanted to let the Board know that she also included funding from the VLDC for the coordinator in the VLDC budget. She will be emailing the budget to the Board before the next meeting so it can be reviewed.*

#### **Town/Village Access Management Plan**

- Interviews took place on 5/29/18 at Town hall with committee participation.
- Labella Associates was the consultant selected
- Contracts were sent to Village and Town for signatures and resolutions. The Town will review on 6/25 and the Village on 7/2

**Façade program** – Village – Eight applications have been submitted by the deadline of May 11<sup>th</sup>. Five under VLDC and three under URA

- **Sue notified applicants of approval and next steps**
- **Projects to be completed by 10-31-2018**
- Approximate total project costs of all applications is - \$ 61,619.00 with URA's approximate payout \$4225.00 and VLDC's \$10,000.00

#### **Revolving Loan Program**

- VLDC board will review latest application for a loan under this program on 5/26
- Currently **five** loans have been issued under this program to date totaling **\$107,628.00** with another one pending for \$17,000.00
- Kathy will be presenting at the July 10 Ontario County Economic Development Corporation (OCEDC) with an update of the funding provided through OCEDC to supplement this program and to request additional funding.

#### **Miscellaneous but relevant:**

- June 21 & 22 – International Economic Development Council (IEDC) conference in Buffalo – Entrepreneurial and Small Business Development Strategies

*At the April meeting it was discussed to review the terms for the board members and possibly revamp. The Attorney will be attending the July meeting and Kathy would like to be able to report on the changes.*

*Originally Bryan, Mike and Bob were going to meet to work on this but Bryan suggested he take a look at it make his suggestions/changes and then converse with Bob and Mike. They both agreed that this would be easier. Bryan will have this done for the Board to review for the July meeting.*

*On a different note Kathy reached out to the Board for some assistance. She feels like she is struggling and would like more support from the Board. She used the loan committee as an example. Kathy would like the committees to be more proactive and suggested possibly enlisting non-board members to work with us.*

*Glenn suggested assigning a Chair for each committee and that person would then be responsible for setting up meetings, contacting the other board members, etc.*

*There was discussion about whether the VLDC needs a Communication Committee. Kathy said it was necessary to promote projects, achievements, and programs like the Mobile App and loans. The communication committee is not a function for Lisa Hubler. She needs to concentrate on the Victor Business Connection.*

\*\*\*\*

*Note: Kathy asked for a resolution to allocate funds for the Façade Program.*

### **Façade Improvement Program**

#### **Resolution #28-18LDC**

#### **Allocate Funds – Façade Improvement Program**

On motion of Rebecca Melton, seconded by Carol Commisso, the following resolution was ADOPTED 7 AYES 0 NAYS

**Whereas**, in 2006 the Local Development Corporation initiated a grant program to encourage businesses in the Central Business District to improve the appearance of their properties; and,

**Whereas**, The Façade Improvement Program is funded through the Local Development Corporation by the Senator Michael Nozzolio Village Revitalization Grant; and,

**Whereas**, in 2018 the Local Development Corporation will offer matching grants up to \$2,000.00 for façade improvements for commercial buildings through the Façade Improvement Program;

**NOW THEREFORE BE IT RESOLVED**

That the Local Development Corporation allocates \$10,000.00 for the 2018 Façade Improvement Program.

\*\*\*\*

### **Committee Action Review**

Finance/Business Loans- The committee met with Paul Rowan, The Key to Rentals, LLC and reviewed his financials along with his business plan and he met every criteria, filled out all of our required paperwork. The committee is recommending the loan be approved.

### **Resolution #29-18LDC**

#### **Victor Local Development Corporation (VLDC) Village Loan Fund (Nozzolio Grant) to Paul Rowan, The Key to Rentals, LLC, 10 East Main Street**

On motion of Bryan Powers, seconded by Liz Biehler, the following resolution was ADOPTED 7 AYES 0 NAYS

**Resolved**, to accept the Loan Application of Paul Rowan, The Key to Rentals, LLC, under the VLDC Revolving Loan Fund. The amount of the loan shall be **\$17,000.00** with interest at an annual rate of zero percent (0%). However, a fee will be paid at the time of loan origination. The fee is 2.5 (2.5%) percent of the principal for each year of the loan term (36 months) totaling **\$1275.00**. This fee will be payable from the proceeds of the loan.

Loan payments are due by the first (1<sup>st</sup>) of the month beginning **October 1, 2018**.

Grants/Property- No Report

Communications/Community Relations- Kathy discussed this committee above.

\*\*\*\*

### **President's Report**

He met with the Loan Committee, did the amortization schedule for the loan applicant and met with Ed Flynn

\*\*\*\*

### **Adjournment**

Meeting was adjourned on motion at 6:58pm

---

Sue George, Minutes Clerk