

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, June 23, 2020 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:**

President	Rebecca Melton
Vice President (Interim), Treasurer and Secretary	Liz Biehler (via Phone)
Director	Mike Guinan
Director	Scott Thon
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

**MEMBERS ABSENT:** Vince Pettrone; Ted Rund Jr.

**OTHERS PRESENT:** Stephanie Holtz, Town Assessor

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 #24-20VLDC**

#### **Acceptance of Minutes**

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

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated May 26, 2020

\*\*\*\*

### **Financial Report**

#### **Payment of Bills – Abstract #06**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$3,390.45.

### **Resolution #25-20VLDC**

#### **Payment of Bills -VLDC**

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

**Resolved,** that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$3,390.45.

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

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

*Note: Resolution #25-20VLDC were included in the Balance Sheet totaling \$ 3,390.45*

\*\*\*\*

## **Executive Director Report** **June 2020 - ED/VLDC update**

### **COVID Response/Business Support Initiatives**

#### **Business Financial support:**

- The VLDC deferred all loan payments until July 1 and has sent reminders out to loan recipients that those will be starting up again.
- 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.).
- Unfortunately due to the Urban Renewal Agency Charter they are unable to offer their portion of the funds towards COVID relief so we will reserve their funds for Façade only. Façade projects are funded by a 50/50 match and COVID relief projects will use a 25/75 formula (applicant pays 25% - we pay 75%).
- Out of the 20 applications submitted, 6 did not qualify for various reasons. Of the 14 remaining 2 will be funded using Urban Renewal funds, the rest will be VLDC funds. We have budgeted \$10,000 for this from the VLDC and will look to the board for guidance as we will exceed that budgeted amount or need to decline more applications. We will review at the board meeting on 6/23

#### **Business Outreach:**

- Business email blasts
  - Kathy continues to send email blasts to the business list with information on funding, phase guidelines as issued, business affirmations that are needed and any other relevant information.
  - These have been very well received and have received many “Thank You’s”
  - She will be implementing a regular “newsletter” with business updates, helpful hints and tips, webinar information etc.

- Now that businesses are re-opening, Kathy has started making her way around to do check-ins. To hear how things are going, questions they have moving forward, review their re-open plan.

## **Re-opening/Recovery**

- Regional Re-opening plan
  - Supervisor Marren is a key component of the Finger Lakes Regional Control Room and updates Kathy daily with information gathered in those calls. We are now entering in to Phase 4 with many businesses unclear of opening timeframe: Mall, Gyms etc.
  - Mentioned before here is the collaboration with Finger Lakes Visiting Connection (FLVC), Kathy, and Canandaigua to put together a one-stop site filled with resources to assist businesses with coming up with their individual re-opening plans.
  - The link to the information is:  
<https://www.visitfingerlakes.com/partners/reopen/>
  - 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. Kathy has been handing out window decals we had printed regarding a "Community Promise" and "Did you Remember your Face Mask?"
  - Supervisor Marren and Kathy distributed Face Shields that he secured to local barbers and salons that requested them.
- **Marketing Victor**
  - Coordinated three videos featuring many Victor businesses that is being used on Social media.
    - The work was done by an intern Kiara Kolaczyk.
    - We sent an email blast out describing the program and asked businesses to reply via email with their interest. We had 23 businesses respond.
    - Videos have been posted on social media sites and business sites and are being shared.
  - Kathy worked with WROC on some paid TV spots that began airing on June 8 and run through August 2<sup>nd</sup>. These are focused on Victor attractions – golfing, shopping, dining and hiking. WROC is also airing paid spots from about 12 Victor businesses.

## **Grants**

- **FEMA**

- Coordinating reimbursement process with the Town Finance Department.

- Working with the State representative assigned to Town of Victor. We have not moved forward in the system as there is a glitch they are working on. Kathy has uploaded hours/supply costs in to the grant portal for April. Getting ready to submit May's after the Finance Department has completed that. All looks good to the representative, however we are in a holding pattern.
- Kathy will also be calculating and submitting all of Supervisor Marren's hours and submitting as a separate report.
- **DRI**
  - We are still waiting for an official announcement from Empire State Development on the funding.

### **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. Kathy will be speaking to the VLDC board in more detail about this.
- She 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. She will also be speaking to the VLDC Board about this.

### **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!

\*\*\*\*

### **Facade Improvement Program Resolution #26-20VLDC**

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

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

**Whereas**, in 2006 the Victor 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 Victor Local Development Corporation by the Senator Michael Nozzolio Village Revitalization Grant; and,

**Whereas**, in 2020 the Victor Local Development Corporation will offer matching grants up to \$2,000.00 for façade improvements for commercial buildings and also Covid-19 relief through the Façade Improvement Program;

**Resolved**, the VLDC approved allocating \$12,000.00 for the 2020 Façade Program

\*\*\*\*

**Privilege of the Floor** – Stephanie Holtz, Town Assessor  
Stephanie discussed the future of Champion Hills Golf Course property. There was discussion on the current status there and also possible potential uses at the property.

\*\*\*\*

### **Executive Session**

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

**Resolved**, to enter into Executive Session at 8:42 am for discussion of a real property matter. Sue George and Stephanie Holtz remained.

**Resolved**, to exit out of Executive Session at 9:06 am

*Stephanie Holtz exited the meeting at 9:07 am*

\*\*\*\*

### **Open Discussion**

Kathy wanted to further discuss what she mentioned in her report as far as her meeting with Chris West. They are discussing using a portion of his new space on 60 Maple Avenue and introduce and operate an Indoor Farmers Market. His space is conducive for this type of venue and Kathy is confident she could fill it with Vendors. There are already several who are interested. She discussed the financial aspect of it. Kathy has reached out to other towns and cities that have this indoor market concept and has asked them to provide some of their information, which she will share with the board after she receives it. She recognizes that this venture would be a lot of work. Covid-19 seems to be the biggest hurdle and how the future will look.

Kathy reminded the board that she is looking at different ways to gain revenue for the VLDC. She is looking for advice and opinions from them.

*Mike Guinan exited the meeting at 9:15am*

There was general discussion among the board pertaining to Covid-19, finances and budgets, etc.

\*\*\*\*

**Adjournment**

Meeting was adjourned on motion at 9:30am

---

Sue George, Minutes Clerk