

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, March 22, 2022 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:** President Liz Biehler  
Director Ted Rund Jr. (By Phone)  
Director Mike Guinan  
Director Joe Corsi (By Phone)  
Director Alyssa Serinis  
Executive Director Kathy Rayburn  
Minutes Clerk Gina Ko

**Absent:** Vince Pettrone

Other Attendees: Brett Owen

The meeting was called to order by President Liz Biehler at 8:00 am.

Salute to the flag.

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

**Resolution #07-22VLDC**

**Acceptance of Minutes**

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

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated February 22, 2022.

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**Financial Report**

**Payment of Bills – Abstract #3**

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$536.47.

**Resolution #08-22VLDC**

**Payment of Bills -VLDC**

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

**Resolved**, that the Victor Local Development Corporation has reviewed and invoices for payment that appear on the balance sheet totaling \$536.47.

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### **Board of Directors Appointment:**

#### **Resolution #09-22VLDC**

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

**Resolved**, that the Victor Local Development Corporation has appointed Brett Owen as a new Board Member, effective March 22, 2022.

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### **Executive Director Report- Discussion**

**VCDO – Victor Community Development Office Branding** – Kathy mentioned before that they are keeping the VCDO concept even with the Chamber’s departure. The concept aligns with what they do under the Economic Development and VLDC structures – Community Development through assisting start-ups, retention & expansion and community events. She brought this up because she and Gina just reworked the website to remove the references to the Victor chamber and incorporate the VLDC information. One website, one stop for direction and information [www.victorcdo.org](http://www.victorcdo.org)

**16<sup>th</sup> Annual Business Awards Luncheon** – The Awards Luncheon will be on Thursday, May 12<sup>th</sup> at Cobblestone Country Club. Sponsor letters have gone out and they have secured some already. Gina Ko set this up via EventBrite allowing interested sponsors the ability to respond and pay through that site, still offering the ability to pay with a check if that is preferred. The list of winners has been posted to the VCDO website – [www.victorcdo.org](http://www.victorcdo.org).

**Town Community Event Donations** – Kathy had drafted the contract and resolution for Barn Door Events to work with the Town on this effort. It is currently being reviewed by the Town attorney and will be presented to the board at the 3/28 meeting. She had also drafted a separate contract for the Village to use with Barn Door Events in securing sponsorships for three Village events. Gina has put together a promotional piece that will be used on calls that defines each event with regards to target audience, attendance and opportunities for the sponsor. Barn Door Events will work with Brian Emelson to determine specific sponsor levels/opportunities for each. Kathy has provided levels and associated opportunities for each of the events that she is responsible for. If

they are successful with this concept and the Town board wishes to continue, they will get started prior to the end of 2022 so we are targeting businesses earlier.

**2022 Events** – Events are back! Below is the 2022 schedule for Parks & Recreation, Village and VCDO!

<b>Event</b>	<b>Date</b>	<b>Coordinator</b>	<b>Location</b>
Winterfest	2/5	Brian	Lehigh Crossing
Easter Egg Hunt	4/16	Brian	Lehigh Crossing
Victor Business Awards	5/12	Kathy/Gina	Cobblestone
Memorial Day parade	5/30	Kathy/Jack/committee	Main Street
Youth Fishing Derby	6/18	Brian`	Victor Municipal
Summer Concerts	6/16 Starts	Brian	Victor Municipal
National Trails Day	6/4	Hiking Group	Mead Square
Taco Tuesday's	6/21 starts	Brian	Dryer Road Park
Jump into Summer	6/25	Village Merchants/Kathy/Gina	Main Street
Victor Music & Food Fest	8/13	Village/Barn Door Events/Kathy & JT	Mead Square

Dryer Road Campout	8/27	Brian	Dryer Road park
Spooktacular	10/28 & 29	Kathy/Gina	Main Street
Halloween Party	10/29	Brian	Lehigh Crossing
Holiday Jingle Mingle	12/3	Kathy/Gina	Village, Mead Square

**Main Street fire** – In case you missed it, there was a fire on Main Street in February resulting in the displacement of three businesses. Kathy has been in touch with all three – Yoga Studio, Victor Music Experience and Bright Side Sweets. I worked on alternate locations for Victor Music and they are now located in the barn at 72 West Main Street (behind Lovely Bride). The new owners of that property were very helpful. Victor Yoga is running classes out of space at 5 Railroad Street and the Bakery is a bit different scenario as they are dealing with food and the health department. They anticipate reopening in 1 – 2 months. All three spaces are undergoing necessary cleaning, construction and working with the Village Code officer as well as insurance adjusters to get back in their spaces. Quite a challenge for any business but especially hard when still trying to resurface after COVID.

**Victor Business meeting 3/22** – Since Kathy and the Victor businesses haven't met face to face in awhile, she thought it was time to coordinate some group business meetings. She is starting with service/retail businesses on 3/22 and are meeting at Twin Elder Brewery. The response has been strong 22 so far and Dominic from Bistro 11 offered to provide Pasta & meatballs! The purpose is to connect, share ideas, find out about concerns/issues and discuss upcoming events & promotions. Victor has some new businesses that are anxious to meet "neighbors" so they are hopeful that it will be productive. Next, Kathy would like to tackle gathering a group of high tech/manufacturing businesses.

### **Grant Projects**

**CDBG** – The Committee meeting will be on 3/21 to review applications that they have received and talk about program parameters. On 3/28, there will be a Town Board

workshop to review additional grant requirements regarding ADA & Fair housing policies that need to be approved prior to any funding being received.

**FEMA-** The Town of Victor had submitted months ago for reimbursement for the Thermal Imaging Camera that was purchased and installed at Courts to monitor body temperatures. They were just notified that they are putting that through for reimbursement. There are a few details to work out such as, pictures of the equipment as it is installed. There are more information to come. Pictures of installed camera were required and submitted along with year building was constructed and purchase invoice. They are waiting to hear about approval.

**UPWP - Victor Street Connectivity and Access Plan**– The steering committee met on 2/15 to review progress on the project and review the technical memo #2 which was specific to needs assessment. Information gathered from surveying stakeholders was shared and discussed. There are eight tasks to complete to get to the final report development and the consultant is finishing 4 (needs assessment) and will begin task 5 (Draft Alternatives). It is proposed to have a 2<sup>nd</sup> public engagement session in April.

**Adams Street Extension/Feasibility Study** – Labella is the consultant on this project and held a project kick-off meeting with the group on February 8<sup>th</sup> to review project scope and schedule. There are three phases to the project which include inventory & analysis, concept plan development and the final report. They are currently in the inventory phase and will be scheduling a 2<sup>nd</sup> committee meeting beginning of April. There will be a public input session as part of the process during phase 2 of the process between March & June 2022

**Welcome to Victor Videos** – Town website – in 2018 the Town of Victor worked with CGI Communications (also in 2015) to produce a series of videos targeted towards new residents, businesses and visitors. The video production is of no cost to the Town and CGI sells advertising to Victor businesses that want to be promoted through this venue. When you click on a category a video pops up and the advertiser logos are displayed in the frame around the video – logos are clickable and take you to the advertisers site. Kathy is working with CGI on new footage, scripts and testimonials from local businesses/residents and developers. She will be asking department heads to take a look at the videos for input on changes – they are not completely reshooting but there are some that need updates.

**Memorial Day Parade** – due to Covid the Memorial Day parade was cancelled in 2020 and scaled down to only veterans for 2021. This year Kathy is working with Supervisor Marren, John Turner, Mayor Hadden and the American Legion representatives to bring back the full parade. They would love to have some others join them or agree to help out.

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### **Open Discussion**

The Board of Directors discussed on updating the Loan application process and will discuss more with the Loan committee.

### **Adjournment**

Meeting was adjourned on a motion by Alyssa Serinis, seconded by Mike Guinan and unanimously approved at 8:42am.

Gina Ko, Minutes Clerk