

**Due to COVID-19 Pandemic the May 26, 2020 Victor Local Development Corporation (VLDC) was held via a Zoom call.**

<b>MEMBERS PRESENT:</b>	Treasurer & Secretary	Liz Biehler
	Director	Mike Guinan
	Director	Vince Pettrone
	Director	Scott Thon
	Director	Ted Rund, Jr.
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

**MEMBERS ABSENT:** Rebecca Melton

Meeting was called to order by Director Kathy Rayburn at 8:05am.

Salute to the flag.

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

**Resolution #22-20VLDC**

**Acceptance of Minutes**

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

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated April 28, 2020

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**Financial Report**

**Payment of Bills – Abstract #5**

There were no invoices to be paid

*Liz Biehler entered the meeting at 8:15*

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**Executive Director Report**

**May 2020**

**ED/VLDC update**

**COVID Response/Business Support Initiatives**

Please give Kathy a call to discuss any of these items or if you have feedback from businesses or residents that would be helpful.

### **Business Financial support:**

- Kathy continues to direct businesses to the Paycheck Protection Plan (PPP) for financial assistance. She has been able to highlight information they will need to process these applications and provide some direct contacts to them at the banks and SBA partners like Small business development center.
- Kathy is still fielding many calls regarding Unemployment Insurance and PPP – in many cases individuals have not heard anything or have been approved and not received funding.
- The VLDC and Village Urban Renewal agency retooled the Façade program and are offering 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.). 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%).
- Packets were put in the mail on 5/21 with a due date of June 5th for the applications.

### **Business Outreach:**

- As a result of a follow-up zoom meeting with businesses two programs were coordinated:
  - Kathy produced a booklet listing business information that was submitted as a result of an email blast – 25 businesses participated. Hopper Hills included the booklet with local deliveries and dispersed 125 copies from May 1<sup>st</sup> through Mother's day. Free promotion opportunity offered to Town and Village businesses.
  - 2<sup>nd</sup> promotion was in coordination with the Chamber and was a drive-thru bag pick up on May 9<sup>th</sup>. The bags were stuffed with participating business information (coupons, flyers, menus etc.) We had 40 businesses participate and a lot of hands on deck for the stuffing. **250 Bags were distributed** – another FREE promotion for Town & Village Businesses.
  - The Food Cupboard was on-site during this event and collected over 2600 pounds of food and over \$1600 in donations.
- Business email blasts
  - Kathy continues to send email blasts to the business list with information on funding, Unemployment Insurance and any other relevant COVID related information that she feels the businesses are looking for.

- These have been very well received and have received many “Thank You’s”
- FB Live events
  - Kathy has worked with Town staff to coordinate these events (4/9, 4/16 & 4/23, 4/30 and 5/14) and provided some feedback to Supervisor Marren on suggested topics for him to cover as she get questions from the businesses/residents.
  - Her focus is on business related resources during these live events.
  - Many thanks to Marty for handling the production!

**Re-opening/Recovery:**

- Regional Re-opening plan
  - Supervisor Marren is a key component of the Finger Lakes Regional Control Room and updates me daily with information gathered in those calls.
  - Kathy is part of an Ontario County Team tasked with coming up with a Re-opening Tool-kit, the team consists of Kathy, Finger Lakes Visiting Center (FLVC) and business owners. FLVC coordinated several zoom input meetings with business owners representing various business segments (retail, gyms, offices, tourism, recreation etc.).
  - These resources will assist businesses with coming up with their individual re-opening plans.
  - The link to the information is:  
<https://www.visitfingerlakes.com/partners/reopen/>
  - Kathy is working with this group to coordinate a “Supply Resource Bank” and have masks, gloves, sanitizer and signage available for purchase in smaller quantities. She is working with local suppliers on a bulk purchase of these items and FLVC is coordinating an order form and pick-up locations/dates.

**Grants:**

- Federal Emergency Management Agency (FEMA)
  - Coordinating reimbursement process with Peg & Barb
  - Working with the State regarding submission as there is a backlog and I’m waiting to be assigned a project manager – I’ve been in the Que for over a month waiting for this. Peg and Barb have provided me with hours and supply expenses to be submitted.
- Downtown Revitalization Initiative (DRI)
  - Putting the finishing touches on this grant application which is traditionally due at the end of May.
  - We are still waiting for an official announcement from Empire State Development to on the funding.

*Mike Guinan exited the meeting at 8:25*

**Resolution #23-20VLDC**

Ted Rund nominated Liz Biehler for Interim Vice President, it was seconded by Scott Thon. Liz accepted the Interim Vice President position and the Board approved.  
4 AYES 0 NAYS

**Interim Vice President – Liz Biehler – Officers position expires 1/2021**

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**Open Discussion**

The majority of the meeting was discussion about business support during the reopening process, working with code enforcement, Village, Town and County and State as far as policy and procedures of reopening. Kathy is involved in the many aspects of this, working with the various agencies. She provides much information in her report. The information changes on a daily basis and is hard to keep up. She looks to the board for ideas on how to promote the local businesses when they begin to open up and also support during the reopening process. Kathy mentioned being able to ask questions to the Finger Lakes Regional Control Room and getting an answer pretty quickly back which is helpful for the business owners.

There was much discussion regarding promotional ideas for these businesses along with the ripple effects of the Pandemic itself.

*Ted Rund left the meeting at 9:14*

Kathy mentioned she received a resume regarding the board vacancy. She is expecting another resume and will reach out to that person to see if he is still interested. Scott will reach out to the candidate and meet with him to discuss the position.

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**Adjournment**

Meeting was adjourned on motion at 9:27am

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Sue George, Minutes Clerk