

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, November 15, 2022 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

President	Liz Biehler
Director	Joe Corsi
Director	Brett Owen
Director	Vince Pettrone
Director	Alyssa Serenis (by phone)
Executive Director	Kathy Rayburn
Minutes Clerk	Gina Ko

Members absent: Mike Guinan, Ted Rund Jr.

The meeting was called to order by President Liz Biehler at 8:04 am.

Salute to the flag.

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

Resolution #23-22VLDC

Acceptance of Minutes

On a motion made by Vince Pettrone seconded by Brett Owen, the following resolution was ADOPTED 5 AYES 0 NAYS.

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated October 25, 2022.

Financial Report

Payment of Bills – Abstract #10

The Board reviewed the abstract to be paid from the Victor Local Development Corporation. The abstract totaled \$1,013.38.

Resolution #24-22VLDC

Payment of Bills -VLDC

On a motion made by Brett Owen, seconded by Vince Pettrone, 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 \$1,013.38.

Executive Director Report- Discussion

Business Calls/visits (in no particular order):

DeWolf Brewing, Doodle Bugs Child Care, Nova Fitness, Ontario County Chamber, Victor Library, Rochester Dermatology

Grants Update:

CDBG grant update (Community Development Block Grant)

The committee received 13 applications that were submitted and selected 9 to proceed for funding at the cap of \$35,000 each. Applications that were put on hold were reviewed by the committee and discussion took place regarding which applications to pursue from the "waiting list". We are currently going back to two that were on the waiting list to utilize remaining funds. The Town filed a formal extension with the State and we have until January to close out this grant. We did have to decline one after we were well on our way of working with them as they could not provide the necessary documentation to fulfill the requirements of the State.

Below is a breakdown of the status on disbursements:

Disbursement 1 Submitted and paid out

Apparel Printers Plus

Twin Elder Brewery

Disbursement 2 Submitted and paid out

A & E Gifts and Clothing

Bistro 11

Sweet Basil Café

Disbursement 3

Victor Self Storage

Victor Tractor/Trailer Center

Breathe Yoga

Jarmuz Funeral Home

Disbursement 4

Jarmuz Funeral Home (did not receive full amount in first draft)

Group Tours

Level Up Nutrition

The committee met on November 1st to review status and update them on closeout procedures. We have two more businesses that we are working with to bring us to full disbursement of funds designated under this grant – Kulp Physical Therapy and Holiday Inn Express

UPWP - Victor Street Connectivity and Access Plan—The plan is complete and a presentation to the Village and Town Boards will take place at a joint meeting on 11/28.

Funding for this was made possible through a grant from Rochester Genesee Regional Transportation Authority and the contract was due to be completed in August. We extended that date through the end of October and I have been issuing quarterly progress/billing updates as requested to the agency. The final report was presented to GTC Planning Committee on 11/10 and accepted.

Adams Street Extension/Feasibility Study – Labella is the consultant on this project and we have completed the study. The final report was delivered to the Town and committee members. As a reminder Adams Street Feasibility is funded through a combination of grant funds and a match from both the Village & Town.

Both of these reports are available on-line via the Town website www.victor.ny.org.

WQIP – MS4 Mapping – Town was successful in receiving \$75,000 – this is a DEC program where funding was made available through the CFA process. The Town has requested the assistance of Labella Associates to assist with the administration of this grant as I am finding it to be out of my area of expertise and not a good use of my time. Labella and Town staff are meeting on the grant administration this week.

Welcome to Victor Videos – CGI Communications –These are a series of videos that reside on the Town website 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. The videos are complete and have been uploaded to the Town website main page. Categories include: Economic Development, education, quality of life and more. Take a look.

Commercial Space update:

200 High Street – Voters Approved use for VCS = former YMCA,

33 West Main – Pastel Cookie Company is opening in October, finishing up renovations now.

31 West Main – space next to Pastel will soon be home to Kikos Den Boutique.

90 West Main - Lucca is closing after 12 years of business in the Village. I have been speaking with owner Matt Gervasi for some time about his business scenario and wasn't surprised about the news. Unfortunately, Matt and his landlords were at odds over the building and the repairs that are needed. Most importantly was the pizza oven that has a crack in it and needs to be replaced. Matt wanted to purchase the building and the current owners were not in agreement on selling.

This business was thriving, and it will be missed by many. I feel much of the issues the Village has in attracting/retaining business is due to the building owners being uncooperative. It is a challenge we will continue to work on.

Events:

Spooktacular –10/28 - We have hosted this event for a few years now, taking a break during COVID. Spooktacular 2022 was a huge success! 284 tickets were sold prior to event time and we reached 307 for number of attendees. Main Street was full, all the participating businesses and vendors were thrilled with the event. I've provided the board with a profit and loss statement – a profit of \$1,500 was reached and will be used for 2023 events.

Jingle Mingle – 12/3 – We coordinated this event last year and it was successful. Continuing with activities for adults & kids including visits with Santa, costumed characters, scavenger hunt, makers market, wine walk all followed by a Holiday Car parade. We have once again teamed up with the county emergency vehicle convoy that will go through Victor and lead the parade.

A&E gifts and The Collected Home owners are assisting with a Makers Market during this event where vendors will be set up in two locations – the barn at 72 West Main and Bistro 11. Gina and I are working on the activities and have some elves from the Building & Planning department assisting with some great kids activities. Presale tickets are available now for the wine, beer & spirit walk portion of the event – everything else is FREE! Come and check it out!

Open Discussion

Alyssa, Ted, Brett and Joe will be meeting this Thursday, 11/17, to discuss marketing and Village Revitalization.

Adjournment

Meeting was adjourned on a motion by Brett Owens, seconded by Joe Corsi and unanimously approved at 9:02am.

Gina Ko, Minutes Clerk