

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 22, 2020 at the Town Hall, 85 East Main Street.**

**MEMBERS PRESENT:**

President	Rebecca Melton
Vice President & Treasurer	Liz Biehler
Secretary	Joe Corsi
Director	Mike Guinan
Director	Scott Thon
Director	Vince Pettrone
Director	Ted Rund Jr.(Arrived Late)
Executive Director	Kathy Rayburn
Minutes Clerk	Debby Trillaud

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

Meeting was called to order by President Rebecca Melton at 8:06 am.

Salute to the flag.

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

**Resolution #34-20VLDC**

**Acceptance of Minutes**

On a motion made by Liz Biehler, seconded by Scott Thon, the following resolution was ADOPTED 6 AYES 0 NAYS

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated August 25, 2020.

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**Financial Report**

**Payment of Bills – Abstract #09**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$5,731.04.

**Resolution #35-20VLDC**

**Payment of Bills -VLDC**

On a motion made by Rebecca Melton, seconded by Mike Guinan, the following resolution was ADOPTED 6 AYES 0 NAYS

**Resolved**, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$5,731.04.

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

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

*Note: Resolution #35-20VLDC were included in the Balance Sheet totaling \$ 5,731.04.*

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

#### **Economic Development/Victor LDC Update**

##### **COVID Recovery**

###### *Regional COVID Recovery Strategy*

The Finger Lakes Regional Economic Development Planning Council (FLREDC) is drafting a recovery plan for the region to be submitted to Governor Cuomo's office. They were in need of writers of the various industry segments and Kathy Rayburn volunteered to assist. She was responsible for the Service sector and teamed up with Michele Liddle from The Perfect Granola who was working on Retail. These are two similar industries especially with regards to needs during COVID recovery. Information was gathered through a survey, zoom meetings and individual meetings with business owners. Their section was submitted on Wednesday 9/9. The writing team will be meeting via zoom at the end of this week to see how all the different sections are coming together and determine what other information is needed to complete the plan by the submission deadline of 9/25.

###### *Victor Recovery Initiatives :*

*One thing Kathy is hearing as she makes her way to local businesses is that they are struggling to regain customer confidence to come back in-store. She is working with the Chamber to combat that.*

**Mobile Merchant Markets** – this idea was built after a zoom meeting with about 18 merchants (Town and Village) to promote local businesses and get customers back in the stores. Utilizing the five Saturdays in October a "sidewalk sale" will be moved around Victor. Locations are: East End of Main Street, Mall Courtyard, Walmart Plaza, Twin Elder Plaza and the final one at the Library Parking Lot. Outreach to ALL businesses regarding participation has been well received. Shopping, food, community service groups will all be on-site. We are marketing this to Victor residents and will be practicing social distancing. Masks will be worn by attendees and business owners. We are currently looking for some volunteers to assist during the events which run from

11:00am – 3:00pm. We are promoting on Facebook, Nextdoor, Chamber email Blast and flyers.

The Chamber and Economic Development are also coordinating on a promotion around Small Business Saturday and Holiday promotions.

*Consistent feedback from business owners is needed for Cash Flow. While they wait for the next round of stimulus funding to get approved Kathy is working to find alternatives.*

**Funding for Business assistance/relief** – The VLDC is currently maxed out on the revolving loan fund to support Town businesses (funds are loaned out) and Kathy is looking at potential resources to supplement that fund effort. Outreach to both the County and Genesee Finger Lakes Planning Council has taken place. The County is currently in the same position with funding as we are and GFLPC is not able to loan to the VLDC. Instead Kathy will promote the fund opportunity through GFLPC to businesses that are inquiring. Our Village revolving loan fund currently has about \$13,000 to loan and the existing loans against that account are ALL paying their monthly payments which replenishes that account.

Façade/COVID Relief Summary – We funded 10,000 total in COVID relief funds to 10 local businesses that applied. Two Façade projects that were approved are in the process of being completed and have not yet submitted for final payment.

Kathy will continue to send out email blasts to local businesses with information on funding opportunities to assist with recovery efforts.

- **Marketing Victor**

- Kathy is currently working to develop a “punch” card to entice people to shop/buy local – *Not much response from the local businesses – maybe utilize for Holiday’s*
- Vacancies – VLDC board member working on a “heat” map to identify/target specific areas in Victor that are experiencing the most vacancy.
- The VLDC board was working on a Developers Forum prior to COVID and Kathy will be suggesting that we re-tool that idea and focus on an intense recruitment of businesses to fill vacancies.
- Kathy has a template for a business/resident survey that she will be sending out. The template was designed by Main Street New York and is available to members. The information gathered will help prep for recovery steps.

- Rebecca Melton connected Kathy with a Channel 13 representative to produce a series of spots targeting start-up businesses and those looking to relocate. These are paid spots on Channel 13.

## **Grants**

- **FEMA – Town reimbursement for COVID related expenses**
  - Submitted one project for supplies & materials
  - Submitted one project for staff hours
  - To date we have not heard or have not received reimbursement.
- Downtown Revitalization Initiative – We are ready to submit to the CFA, however it is not likely that this funding will be available with the current economic crisis in the State.

## **Positive Business Happenings:**

- Sweet Basil Café is opening soon at 2 East Main (Cobblestone). Waiting for buildout completion and health inspection. Kathy is working with them for COVID regulations compliance.
- ESL – This project was before the Village Zoning board on 9/16. It will be on the Planning Board agenda the following week.
- Mexican restaurant moving forward with a location in the Village and is looking at potential loan funds from VLDC. – Still in process.

## **Chamber/Economic Development Collaboration**

The Chamber Director (Amy DiPrima) and Kathy continue to work on strengthening their efforts and unifying their outreach. They have discussed working under one umbrella agency – Victor Community Development Office to become a one-stop shop for business resources. Presentations will be made to Village/Town/VLDC to explain the concept. Crises sometimes provide opportunities and in this case the importance of collaborating more and being able to be a unified source for businesses to come to was realized.

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**Privilege of the Floor** – No one requested privilege of the floor.

## **Open Discussion**

Kathy spoke about the new collaboration with the Victor Chamber of Commerce. She is working closely with Amy DiPrima, Chamber of Commerce Director, to pool together resources under one umbrella. They are creating a website together to be called the

"Victor Community Development Office". In the future the hope is to have the LDC, the Chamber of Commerce and Economic Development as a combined agency. As of now, however, there will be no structural changes with these entities. The Chamber of Commerce may have an office in the Town Hall in the future.

For research purposes Kathy has been working with an agency in Florida that has combined municipalities' Chamber of Commerce with their Economic Development Department. At present new businesses always contact the Chamber of Commerce and are then directed to the VLDC. Businesses are asked for sponsorships from Victor's different agencies and get confused as to who in the community is supporting with what. Combined resources will aid greatly with Victor events.

Kathy is also working on a "Pay to Play" menu of levels to participate in events. The levels would range from a one event fee to annual membership or sponsorship with special incentives.

There is a loan recipient who has not been making his loan payments even though lower loan payments have been negotiated and late fees were waived. Discussions are in process with the VLDC Attorney and Accountant.

Stephanie Holtz, Victor Town Assessor, came to the meeting for the executive session.

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### **Executive Session**

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS.

**Resolved,** to enter into Executive Session at 8:17 am for discussion of real property matters. Debby Trillaud and Stephanie Holtz remained.

On a unanimous motion, the following resolution was ADOPTED 7 AYES 0 NAYS.

**Resolved,** to exit out of Executive Session at 9:36 am.

### **Adjournment**

Meeting was adjourned on motion Liz Biehler, seconded by Scott Thon, at 9:37am.

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Debby Trillaud, Minutes Clerk