

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, January 26, 2021 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 (<i>Via Call-In</i>)
Director	Vince Pettrone
Director	Ted Rund Jr. (<i>Via Call-In</i>)
Executive Director	Kathy Rayburn
Minutes Clerk	Debby Trillaud

OTHERS PRESENT: Tacey Smith; Michelle Rawlins; Bill Greene Jr.
Amy Diprima, Victor Chamber of Commerce *Call-In*

The meeting was called to order by President Rebecca Melton at 8:00 am.

Salute to the flag.

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

Rebecca Melton nominated Liz Biehler, whose term on the VLDC Board expires this month, to continue on as a Board member. Liz accepted the nomination.

Resolution #01-21VLDC
Appointment of Board Member

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

Resolved, Liz Biehler will retain a position on the VLDC Board and is elected to a three year term.

Director – Elizabeth Biehler - Term expires 1/2024

Resolution #02-21VLDC
Acceptance of Minutes

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

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated December 15, 2020.

Financial Report

Payment of Bills – Abstract #1

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$2,908.64.

Resolution #03-21VLDC

Payment of Bills -VLDC

On a motion made by Rebecca Melton, seconded by Joe Corsi, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$2,806.60.

Resolution #04-21VLDC

Payment of Bills – Victor Business Connection

On a motion made by Liz Biehler, seconded by Joe Corsi, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$102.04.

Note: Resolutions #3-21VLDC and #4-21VLDC were included in the Balance Sheet totaling \$2,908.64.

Appointments of Board Members

The following have accepted their Board positions:

Resolution #05-21VLDC

Liz Biehler nominated Rebecca Melton to continue as President, it was seconded by Ted Rund Jr. Rebecca Melton accepted the President position and the board approved.
6 AYES 0 NAYS

President – Rebecca Melton – Officers position expires 1/2022

Resolution #06-21VLDC

Mike Guinan nominated Liz Biehler for Treasurer, it was seconded by Ted Rund Jr. Liz Biehler accepted the Treasurer position and the Board approved.
6 AYES 0 NAYS

Treasurer – Elizabeth Biehler – Officers position expires 1/2022

2020 Annual Organizational Business Appointments
Resolution #07-21VLDC

On a motion made by Rebecca Melton, seconded by Liz Biehler, the following resolution was ADOPTED 7 AYES 0 NAYS

2021 Meeting Dates –

The meeting dates for 2021 will continue to be the fourth Tuesday of every month at 8:00 a.m. at the Victor Town Hall, with the following exceptions:

The November meeting will be held the third Tuesday of the month, November 16th
The December meeting will be held the second Tuesday of the month, December 14th

Designate Bank-

Canandaigua National Bank & Trust is the bank of record.

Designate Newspaper for Legal Notices-

The newspaper of record will be the Messenger Post.

Appoint Attorney-

Law firm Harris Beach, PLLC, will be retained as necessary for legal work for the Victor Local Development Corporation.

Appoint Executive Director-

Kathleen Rayburn as Executive Director of the Victor Local Development Corporation.

Resolved, that the above 2021 Organizational designations and appointments BE APPROVED

Privilege of the Floor

Michelle Rawlins introduced herself, business partner Tacey Smith and business mentor Bill Greene Jr. They are looking to open a business in the Cobblestone Court Plaza. The

three visitors described their business concept to the Board. They are interested in requesting a loan from the VLDC when they get started. It appears to be a great business venture!

Executive Director Report

January 2021 – Economic Development/Victor LDC Update

New Business/Location assistance:

The office has been busy with location inquiries both for new businesses and existing businesses looking at new space. Vince Pettrone has been assisting with a potential restaurant tenant looking for a second location. Kathy Rayburn has responded to the following inquiries in January regarding space; restaurant franchise is looking for a location in Victor; Gym/meal prep business, service business relocation; and a percussion instrument store.

Along with the location assistance inquiries we have had two requests for information regarding the revolving loan funds. An update as to the financial status of those funds: the “town” fund which funds business located in the Town is not available as we have two loans under that fund and this is money that we received from the County which is paid back to them quarterly. Kathy has discussed additional funding with the County and will set up a conference call with their office and VLDC President Rebecca Melton to review options. The “Village” fund which funds businesses located in the Village operates as a true revolving loan fund so that payments made are deposited in that fund to replenish it. Funds are currently available to loan – to date I have not received any completed applications looking for funding.

VCDO Update – The Victor Community Development Office concept is on its way. Amy DiPrima and Kathy Rayburn have been working on a number of initiatives to promote the collaboration to the stakeholders and events/promotions to support local businesses in 2021.

- Redesigned Website to feature the Victor entities under the VCDO umbrella – Chamber, VLDC, Economic Development & Community events. A link will be provided for a sneak preview.
 - Director Joe Corsi has met with the Web designer to review the heat map of available space/property and determine how to add that to the website.
- Developed Partnership levels designed to engage Victor businesses to join us at one of the levels and not only promote their business but connect with the Victor business community.

- Part 2 T.V. commercials for business attraction – working on a concept that will feature testimonials from local business owners/developers on Victor successes
- Community events list for 2021 has been established – including more Mobile Markets, Trails & Ales – to connect businesses with trail users and promote the 60+miles of trails – Hang Around Victor Day, Spooktacular and collaboration with Parks & Rec on the Concerts in the park.
- Amy and Kathy will be hosting two days of virtual meetings to update the businesses on VCDO and what we have planned for 2021.

Grants –

- FEMA – We were partially funded for what was submitted and Kathy is currently working on an appeal letter/document for items denied. The process required for an appeal is daunting but Kathy feels the expenses are legitimate and justify an appeal. That is due by 2/15.
 - The Town is also submitting some additional COVID expenses that came after the first submission. One substantial one is the Thermal Imaging Camera for Town Court building. These will be submitted as a new project in the FEMA grant portal.
- CDBG – Community Development Block Grant – Kathy has contracted with Labella to apply for this grant funding which has a specific component for Economic Development Microenterprise Loan funds. Funding amounts vary depending on interest from businesses – we will be conducting a survey as part of the application and be able to decide on a \$\$ ask as a result.
- DRI- Downtown Revitalization Initiative – A team worked on the DRI application and it came to a screeching halt when COVID hit. Apparently there was some mention of renewing this fund in the Governor’s budget. Part of the original team met on 1/26 to discuss potential projects for implementation.
- UPWP (Unified Planning Work Program) – The Town’s proposal for the **Victor Street Connectivity and Access Plan** was recommended for funding by the New York State UPWP Development Committee. The UDC has recommended \$81,000 in Federal funding to be matched with \$9,000 in local cash and/or in-kind support. This still needs to go through a public review process which will extend through 2/9 – with a formal announcement of accepted projects on 2/11.

VLDC Audit Prep – the annual audit is scheduled for February 11th. Kathy and Debby have been working on preparing the necessary documents/back-up required for that. Treasurer/VP Liz Biehler worked with us and the bookkeeper to review the balance sheet for year end and discuss any needed updates. The bookkeeper is working on

W9's and also suggested that when the audit is completed by Mengel Metzger & Barr – we have them present the financial statement to the board. I think this would be a good idea, for at least this year, to be sure the board is informed and has the ability to

Once the audit is completed I will post that to the PARIS (Public Authorities Reporting Information System) as required. This needs to be done within 90 days of our fiscal year end – March 2021.

Building & Site database – Suzy Mandrino is assisting with getting the Building & Site page on the Town Website updated. Reminders have been sent out to those with accounts that have expired listings and we have also done outreach to potential new listings. I have been collecting pictures and addresses that we will put on this list as well as incorporate these with the map that Joe Corsi and the Web designer are working on. Both of these need monitoring as things change frequently.

Business COVID Relief – PPP, EIDL, NYForward, Restaurant specific relief funding....there is a lot for these businesses to digest and navigate. Amy and Kathy are working hard to disseminate information so that it is not overwhelming but gives the businesses direction. The County is working on assembling a “technical assistance team” at my urging since many SMALL businesses don't have a person to dedicate to this task and likely miss out on opportunities.

Open Discussion

The business loans that the VLDC offers were explained. Regarding the town business loans, the VLDC is a pass through and repays the loans to Ontario County quarterly. The village loans are from VLDC monies and the VLDC does get a 2.5% interest payment for them up front. The VLDC does not make any money from the town loans, however, Ontario County gets 2.5% interest on them.

Vince brought up that maybe the Board should put a cap on the loans given and perhaps save a large part of the monies for the small Village businesses.

Kathy mentioned that she had distributed the Draft “Memorandum of Understanding” regarding the Victor Community Development Office (VCDO) which is the umbrella organization for the Victor Chamber of Commerce and the VLDC. The VLDC's attorney has not yet reviewed the document. The Board was requested to review the document.

Amy DiPrima (*via call-in*) gave an update on the VCDO. Amy and Kathy are planning to have four informational Zoom meetings during the month of February to let businesses know what events are planned for 2021. Currently 12 events are planned for the year with some of them being planned in conjunction with Victor Parks and Recreation. This

can lead to more sponsorships and hopefully more funds for loans. The push is to get the businesses more involved and contribute themselves to the business community. The events are designed to directly involve the businesses for their benefit. Examples of the events would be: Mobile Merchant Market; Hike and Bike; Parkinson's Walk; etc. There will be no awards luncheon in 2021 because of Covid-19 restrictions.

Ontario County Director of Economic Development, Mike Manikowski, is putting together a "technical assistance" team to help small businesses understand what is available for aid and help them prepare (*documents*) before they go to their banks.

Joe Corsi has been on the telephone with Chris Caruana, our website guru, and they discussed getting the visual map depiction of businesses and/or business vacancy locations up on the website.

Executive Session

On a motion made by Rebecca Melton, seconded by Mike Guinan, the following resolution was ADOPTED 6 AYES 0 NAYS. (*Liz Biehler necessarily had to leave early*)

Resolved, to enter into Executive Session at 9:14 am for discussion of real property matters. Debby Trillaud remained.

On a motion made by Ted Rund Jr., seconded by Mike Guinan, the following resolution was ADOPTED 6 AYES 0 NAYS.

Resolved, to exit out of Executive Session at 9:34 am.

Adjournment

Meeting was adjourned on a motion by Vince Pettrone, seconded Joe Corsi and unanimously approved at 9:36 am.

Debby Trillaud, Minutes Clerk