

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 26, 2017 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:

Vice President	Bryan Powers
Treasurer	Rebecca Melton
Director	Carol Commisso
Director	Mike Guinan
Director	Bob Senn
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Glenn Cooke

OTHERS PRESENT: None

Meeting was called to order by Vice President Bryan Powers at 6:02pm.

Salute to the flag.

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

Resolution #39-17LDC

Acceptance of Minutes

On a motion made by Carol Commisso, 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 August 22, 2017

Financial Report

Payment of Bills – Abstract #9

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$23,842.70.

Resolution #40-17LDC

Payment of Bills - LDC

On a motion made by Bob Senn, seconded by Rebecca Melton, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$22,378.50.

Resolution #41-17LDC

Payment of Bills – Victor Business Connection

On a motion made by Mike Guinan, seconded by Carol Commisso, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear for on the balance sheet totaling \$1,464.20. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #40-17LDC and #41-17LDC were included in the Balance Sheet totaling \$ 23,842.70.

Executive Director Report
September 2017

Business Calls/Assistance

West Construction -	Prima Pop – Relocation	The Can Guys
Breathe Yoga – Signage	Victor Counseling – Relocation	Oriental Rug
TJ Maxx	Petsaver	JW Danforth – Check-in
Cork49	Gourmet Goodies - Opening	Carrot Company – Opening
The Cakery – New Business	Christy’s Cafe	Core Rhythm Pilates

Victor, NY Mobile App – “Everything Victor” – The VLDC will begin a full marketing push to users on October 1st which will include – in-store displays, paid advertising, social media and door decals at participating businesses. Kathy coordinated a ½ page full color ad in the new Chamber magazine advertising the mobile app to users. New updates that the developer is completing at the time of this report are: connecting the Facebook link to each business and incorporation of the school events calendar.

Victor Business Connection (formerly known as Victor Merchants Group) – So far three group meetings have been held all with significant attendance and progress. Lisa Hubler – Ruby Meetings & Events – has been meeting with business owners and gathering feedback. The group is focusing on a Halloween themed event for the weekend of October 27th & 28th, Small Business Saturday (11/25) & Christmas in the Village on 12/2. Mike Stockman has also been part of the meetings to communicate on Parks & Rec events and how businesses can get involved. A lot of new faces with new ideas that Lisa is working on incorporating into these events of 2018. One of her main focuses is a community wide event calendar that would include school, village, town, business and other organizations to eliminate conflicts on dates and provide a resource for businesses to plan for participation in advance.

Buildings & Sites –Kathy toured two buildings with available space with the realtor that is representing the properties – 7911 Rae Blvd and 100 Rawson Road. We have added those to our Building & Site inventory on the website. We will also be adding the available sites that are part of Danforth property on Old Dutch. Kathy has other appointments set up for site visits and to gather information for the website.

Village Code Review/Update: Kathy is part of the team working with Labella to review and update the Village code as it relates to business. The last meeting was 9/14 and we have another one scheduled next week. Wes Pettee from LaBella has been guiding the group through this very involved process with the goal of wrapping up this fall.

Economic Development/VLDC Office Operations: Sue has been sorting through the business database that we currently have in Constant Contact and making necessary updates. The Eastview Mall Kiosk video for Fall is being coordinated by Sue gathering photos and event information from the departments and organizations featured on the video. We will be coordinating the cover for the next Town newsletter that will be in homes and will feature Small Business Saturday and Christmas in the Village. Press releases will finally be going out on the VLDC loans that have been issued.

Sue maintains the Building and Site page on the Economic Development webpage – updating and adding information.

Miscellaneous but relevant: Kathy went on a joint business visit to JW Danforth with Jim Armstrong and Sue Vary from Ontario County Economic Development. On 9/26 she will attend an informational session for the Restore NY Communities Initiative.

Victor Business Connection (VBC) -formerly Victor Merchants Group

Kathy said the meetings are being very well attended, have had three so far since Lisa Hubler the Event Coordinator came on board. Carol Commisso attends these meeting for the Village. We are in the middle of planning our first event, which is a Halloween event starting Friday October 27th as a Halloween themed wine walk. Then on Saturday, Amy from Prima Pop, came up with the idea to have a kids treat/treat from 2pm to 4pm with different activities. The merchants are very excited and seem to be eager to participate.

We will also focus on Small Business Saturday on November 25th and Christmas in the Village on December 2nd.

Kathy is meeting with Lisa tomorrow and she will give Kathy budget for the Halloween event. Lisa is being cautious as far as her hours as it is not an unlimited budget and it can't be all spent on her hours. We do make a small amount of money at these events.

Committee Action Review

Finance/Business Loans- No report because at this time we have no funds to loan out but Kathy will be making an appointment to go back to the County for more funding. Bryan thinks he knows someone who could use close to a \$50,000.00 loan. Kathy may ask for more.

Grants/Property- No report at this time but Glenn had mentioned last month that he does want to get the committee to meet when he gets back from vacation.

Communications/Community Relations- No report

Open Discussion

Mike wondered if the meeting Glenn is planning with the Grants Committee will have anything to do with infrastructure grant that Ed Flynn of LaBella Associates has discussed with us before. He also mentioned he went to a meeting in Farmington and found out they did receive some kind of grant as far as their newly renovated Town Hall. Receiving the funding can be a very long process and maybe other avenues should be looked into also.

Kathy went to a meeting for a *Restore New York* grant program. She wanted to see if any of the funding could apply to Victor projects/businesses/town or village work. There was a grant there that might work for the Village project known as Ferris Terrace. Kathy has called both the developer to see where this project is at. The letter would have to be submitted by October 13th and then they prequalify you after that. Kathy will try to get information and report back to the board.

Bryan commented on how the new builds in the Village have trouble leasing out their spaces as since rent has to be so much higher than the older buildings or the houses that have businesses. When it comes to Ferris Terrace they not only have the retail aspect but also all the apartments which will be at a higher rent price.

Rebecca asked about the traffic issue when Ferris Terrace is completed. It would be wonderful if the railroad bed could become an access. There are many moving parts to this project. Bryan wondered if there was also a VLDC influence on the project and try to promote it and demonstrate the economic impact it would have.

Kathy wanted to let the Board know that Gourmet Goodies will be opening on Friday, September 30th, with a ribbon cutting ceremony on Friday, September 29th. They will be located at the former Joeys Pasta House II restaurant on Colville Street.

There was lengthy discussion regarding the traffic and the different ideas to address it: utilizing a message sign for traffic delay times, an idea Bryan discussed of being a

transportation district and purchasing "smart" traffic lights that can help with the flow of traffic. The problem with our village traffic lights is if a pedestrian hits the button to cross, it stops all the signals and voids the synchronization of the three village traffic lights.

November is when we start talking about our January Business meeting. Kathy is suggesting that we should actually send Request-For-Proposal (RFP) for the services we use, such as legal, accounting, insurance, etc. The Board agreed and Kathy will get those sent out.

Adjournment

Meeting was adjourned on motion at 7:05pm

Sue George, Minutes Clerk