

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, October 24, 2017 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:	President	Glenn Cooke
	Treasurer	Rebecca Melton
	Director	Carol Commisso
	Director	Mike Guinan
	Director	Bob Senn
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

MEMBERS ABSENT: Bryan Powers

OTHERS PRESENT: None

Meeting was called to order by President Glenn Cooke at 6:03pm.

Salute to the flag.

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

Resolution #42-17LDC

Acceptance of Minutes

On a motion made by Bob Senn, seconded by Carol Commisso, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated September 26, 2017

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 \$11937.80.

Resolution #43-17LDC

Payment of Bills - LDC

On a motion made by Rebecca Melton, seconded by Bob Senn, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$9458.80.

Mike Guinan entered the meeting @ 6:07

Resolution #44-17LDC

Payment of Bills – Victor Business Connection

On a motion made by Rebecca Melton, 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 \$2479.00. Invoices are to be paid out of the Victor Business Connection account.

Carol asked how we were doing as far as the budget for the Event Coordinator. Kathy said that we are in good shape, Lisa is very conscientious about her time and billing us. Glenn asked if Kathy could ask Lisa to come in so the Board can meet her.

Note: Resolution #43-17LDC and #4417LDC were included in the Balance Sheet totaling \$ 11,937.80

Victor Business Connection (VBC) -formerly Victor Merchants Group

As Kathy mentions in her report we have been busy helping with the upcoming event Spooktacular Victor. Kathy is mainly staying behind the scenes and assuming a supervisory role. Lisa is handling the operations and interacting with business owners very well.

Committee Action Review

Finance/Business Loans- Kathy mentions the loans in her report and added that she does have an action item to contact Mike Manikowski about the loan. Carol Commisso wanted to let the Board know that the URA does have a small fund available that may help with the business that is looking for a loan as it is a Village business. The fund is around \$5000.00 and Carol said they would be interested in getting more involved. Glenn asked how opposed the County would be if we did get an additional loan from them and used it for Village businesses? Kathy said she would ask that question.

Grants/Property- Glenn thought the committee should meet with the URA Committee and perhaps they could work together on project(s). Kathy will provide Glenn with contact information for Ed Flynn from LaBella Associates contact information and Glenn will set up a meeting with Ed and the URA to meet with the committee.

Communications/Community Relations- No Report.

Executive Director Report
October 2017

Business Calls/Assistance

The Cakery	Herendeen Chiropractic
Perfect Granola	Pinnacle Athletic
The Distillery	Eastview Mall
Northface	Dave Mammano
SPOT Co-work	Barkman Honey
West Construction	

Revolving Loan Program: A press release was issued last week reviewing the revolving loan program guidelines and recent loans awarded through both the Town and Village programs. At this point with four active loans, both funds are maxed out. Kathy does have another Village business interested and at a prior meeting the Board discussed approaching the County for additional funds. Kathy will reach out to Mike Manikowski with the request.

Bistro 11 paid off the remainder of the loan to the VLDC this month, a note was sent the owners thanking them for their timely payments and for doing business in Victor.

Finance Boot Camp – Victor Town Hall – Beginning in February 2018 the Economic Department/VLDC will host a Finance Boot Camp for women owned businesses. It is a seven week training series designed to prepare these business owners to access capital to grow their businesses. Kathy attended a similar session in Rochester and asked the organizer, which was, Small Business Association (SBA) to bring one to Victor. Kathy is coordinating outreach for class participants with the County Economic Development Corporation and Victor Chamber of Commerce. The class is limited to 15 participants, they must be able to attend all 7 sessions and have been in business for two or more years.

County Training – Ontario County is offering two training session for Planning & Zoning Officials, Developers & Economic Development Practitioners. The first session is this evening and Kathy asked Bryan Powers – VLDC Vice President – to attend since Kathy has the VLDC board meeting. She will attend the 2nd session on 11/29. She thinks this is something very worthwhile and may be worth repeating on a local level in Victor. The first session deals with “Developer perspectives on Development Review” and the second is “municipal board perspectives on Development Review”. Bryan and Kathy will both report out on the sessions.

Attorney RFP – Board member Rebecca Melton provided comments to the attorney RFP and Carol Commisso responded to those. Kathy sent the revised document out to the entire board and did not receive further feedback. We will discuss it further at tonight’s board meeting and move forward in sending this out for responses so we are able to have someone in place by the beginning of 2018.

**** Kathy will need two board members to commit to reviewing submitted responses and potentially interviewing.**

Victor Business Connection – A.K.A. – Victor Merchants Group – attendance at meetings has been respectable and those attending speak up and participate. Lisa Hubler has assumed her role and is leading the group for the upcoming Halloween event – Spooktacular Victor – being held 10/27 & 28. We are collaborating with both the Victor Chamber and Parks & Recreation regarding strategizing and promotion. The group will turn its focus towards Small Business Saturday and Christmas in the Village to end 2017. Lisa will be working on a plan for 2018.

Everything Victor Mobile App – New businesses continue to sign up which will be on-going and Sue is working on an invoicing system that will flag when renewal is due. Kathy put user-focused marketing material out on social media (facebook & nextdoor site), participating businesses are provided with in-store displays and door decals advertising the app. The next issue of the Town newsletter will feature an ad on the Economic Development/VLDC page for the app and Kathy is looking into St. Patrick’s parish magazine.

App Development – new features are being worked on currently by the developer – specifically connecting to the Victor School Calendars of events and news. Under a maintenance retainer with the developer they will routine android and IOS updates, new features and any tweaks that are brought to their attention. Per the original agreement we are paid in full regarding development. There are many other elements that are available to be added to the app, but Kathy is waiting until we reach a satisfactory number of businesses/users before expanding.

President’s Report

No report as he has just returning from vacation.

Open Discussion

Kathy had some items that were not in her report that she needed to discuss.
-She passed out a copy of the VLDC budget that she submitted for approval from the Town. Budget items: update to the VLDC website, adding more money for the Event Coordinator for 2018, maintenance for the Mobile App. Most of the other line items stayed the same.

-She talked about the Attorney RFP form and if everyone read through it and approves of it. Discussion from last month's meeting was that we would check with the Town and see if we could use the same attorney as long as that would not create a conflict of interest. Mike Guinan volunteered to reach out to Supervisor Marren regarding the Attorney.

Executive Session

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

Resolved to enter into Executive Session at 6:34pm for discussions of 2018 appointments

Sue George remained.

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

Resolved to exit out of Executive Session at 6:40pm

Open Discussion

-Glenn reminded the Group that November's meeting is a week early due to Thanksgiving.

-Mike asked if we should look at that infrastructure grant packet that Ed Flynn from LaBella Associates had given the Board awhile back when they are meeting with him and URA?

-Kathy handed out a copy of the Press Release that was in the paper about the VLDC.

Adjournment

Meeting was adjourned on motion at 6:45pm

Sue George, Minutes Clerk