

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, March 28, 2017 at the Town Hall, 85 East Main Street.

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| MEMBERS PRESENT: | President | Glenn Cooke |
| | Vice President | Bryan Powers |
| | Treasurer | Rebecca Melton |
| | Secretary | Diane Camelio |
| | Director | Mike Guinan |
| | Executive Director | Kathy Rayburn |
| | Minutes Clerk | Sue George |

MEMBERS ABSENT: None

OTHERS PRESENT: None

Meeting was called to order by President Glenn Cooke at 6:01pm.

Salute to the flag.

Resolution #12-17LDC

Acceptance of Minutes

On a motion made by Bryan Powers, seconded by Mike Guinan, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated February 28, 2017

Financial Report

Payment of Bills – Abstract #03

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$11,956.22.

Resolution #13-17LDC

Payment of Bills - LDC

On a motion made by Mike Guinan, seconded by Rebecca Melton, 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 \$11,886.34.

Resolution #14-17LDC

Payment of Bills – Victor Merchants Group

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

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear for on the balance sheet totaling \$69.88. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #13-17LDC and #14-17LDC were included in the Balance Sheet totaling \$ 11,956.22

Executive Director Report

March 2017

Business Calls/Assistance

Perfect Granola

Apple Farm

Prima Pop

UMAC

Start-up- Business Archery

Victor Terrace

Victor, NY Mobile App – “Everything Victor” – A test of the mobile app will be going out this week to five or six people that have agreed to be testers. Kathy wants to launch the app in April and needs to work with the Victor Local Development Corporation (VLDC) board on the pricing structure that will be used for businesses to sign up. We will work on this during the March 28th board meeting.

Kathy is asking for help from the Board on this app. She needs help/input with the pricing aspect of it. The businesses would pay, but for the user, its free.

Bryan asked if there has been any kind of feelers put out there to see how the businesses feel about this.

Glenn asked if the company could give us a couple of communities that are using this that we can reach out to and get some feedback.

Rebecca asked about Booster Clubs or sports organizations being allowed to be part of it.

Kathy will do some more research, run some numbers, and email the Board with her findings.

Business Awards Ceremony – May 4th –The nominating committee selected 18 business owners to receive awards at the 2017 luncheon. Invitations were mailed out last week, and sponsorships continue to come in. Supervisor Marren and Kathy are meeting with keynote speaker Bob Duffy this Friday to review the program.

Developers Forum – Glenn Cooke and Kathy met with Katie Evans and Kim Kinsella to review the developer’s forum concept. We decided on June 22 and have reserved the Town Hall Main meeting room for the morning - continental breakfast will be available. The purpose of the forum is to establish direct lines of communications between builders, developers, real estate agents and Town/VLDC staff. This will be an avenue to promote incentives, process etc. It will be an invitation only event and we will be developing that list with the assistance of planning & building.

Grants – There are a few projects that are grant eligible and in need of a lead agency for submittal. Kathy will review these with the VLDC board to determine next steps.

Anchor Grant Funding – Cobblestone Building (corner of Main & Maple) - \$5,500
VLDC grant committee met on this project and will be reporting out their recommendation to the rest of the board.

Community Development Block Grant (CDBG) Economic Development & Empire State Development Corporation (ESDC) Capital Funding – Apple Farm rebuild - \$5,000

New York Main Street (NYMS) Technical Assistance & ESDC Strategic Planning – Village Master Plan update - \$3,400

The costs outlined above are preliminary and associated with the grant writing and administration. These were received from Labella and Kathy will request formal proposals if the board directs her to do so. She did budget for grant writing in the VLDC budget but not in the Economic Development budget.

Two of these grants (Anchor and CDBG) are associated with CFA application process and have a filing deadline in July which means we will need to get going on these ASAP.

Miscellaneous but relevant: Kathy is visiting/meeting with Livingston County Economic Development Director Louise Wadsworth to discuss their successful programs and grant awards and how we might implement them here in Victor. Kathy was a guest at a session of the Small Business Administration SBA Finance boot camp – 7 week program offered (for free) to women owned businesses that have been operating for two or more years. It covers strategic planning, preparing a loan proposal, understanding financial statements and the credit rating process. Her reason for attending was to bring a similar program to Victor.

Diane Camelio entered the meeting at 6:17

Committee Action Review

Finance/Business Loans- Kathy wanted to bring to the attention of the board another potential loan candidate for the Business Development Fund loan, which is for businesses within the Town not Village. There are some variables involved and Kathy wants the board to give their blessing before all the application is filled out. The Board told her to have him proceed.

Grants/Property- Mike Guinan touched base with Ed Flynn from LaBella Associates about the anchor grant. There are three maybe four properties that fit the criteria for that particular grant. Kathy will send a letter out to the property owners to see if there is interest. The grant has to be submitted by July 15th to the State. LaBella's fee is \$5500.00 for the grant writing which will be split with the property owner. Kathy will give Ed the go ahead to get started beginning with a formal estimate.

Kathy touched base in her report about two other grants, the Community Development Block Grant (CDBG) & Empire State Development Corporation (ESDC) funds. Kathy and Ed Flynn will be meeting with a potential property owner to see these would help him at all.

Communications/Community Relations- A date has been set for the Developers Forum. It will be June 22nd. We have lots of work to do. Kathy mentioned the process in her report above.

Façade Improvement Program

Resolution #15-17LDC

Allocate Funds – Façade Improvement Program

On motion of Bryan Powers, seconded by Diane Camelio, the following resolution was ADOPTED 5 AYES 0 NAYS

Whereas, in 2006 the Local Development Corporation initiated a grant program to encourage businesses in the Central Business District to improve the appearance of their properties; and,

Whereas, The Façade Improvement Program is funded through the Local Development Corporation by the Senator Michael Nozzolio Village Revitalization Grant; and,

Whereas, funding in 2017 will come from the Local Development Corporation and the Urban Renewal Agency with both allocating up to \$10,000.00 for Façade Improvement grants; and,

Whereas, in 2017 the Local Development Corporation will offer matching grants up to \$2,000.00 for façade improvements for commercial buildings through the Façade

Improvement Program;

NOW THEREFORE BE IT RESOLVED

That the Local Development Corporation allocates \$10,000.00 for the 2017 Façade Improvement Program.

Rebecca offered to look at the Façade Packet to see if any changes should be made. Kathy will get a copy to her. Kathy is hoping to get new applicants, as it seems to be the same business owners using the program. Rebecca thinks we need to somehow attract new applicants.

Acceptance of the Financial Audit

Resolution #16-17LDC

Audit period ending December 31, 2016

On motion of Mike Guinan, seconded by Rebecca Melton, the following resolution was ADOPTED 5 AYES 0 NAYS

Whereas, An audit was conducted of the Victor Local Development Corporation's finances. Copies of the final reports were passed out to the Board. There were no recommendations from the Auditor.

Open Discussion

Mike and Rebecca met with a potential board member to fill one of the two vacancies on the board. He is a retired Victor resident who wants to get involved. He came to the informal interview very prepared. He had done research and was up to speed on various Victor activities/initiatives. They felt he would be a good candidate for this board. It was decided to invite him to the next meeting so he can be voted in. Kathy will reach out to him.

Glenn asked about the Village vacancy. Kathy said she will wait until the new Mayor is voted in and then give them a timeline to get someone in that slot.

We have some conflicts for our scheduled April 25th meeting, so we have rescheduled it for the week before, April 18th. Sue will post the public meeting change notices.

Adjournment

Meeting was adjourned on motion at 7:17pm

Sue George, Minutes Clerk