

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, February 23, 2016 at the Town Hall, 85 East Main Street.**

**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:** Director Brad Pearson

**OTHERS PRESENT:** None

Meeting was called to order by President Glenn Cooke at 6:00pm.

Salute to the flag.

**Resolution #06-16LDC**

**Acceptance of Minutes**

On a motion made by Bryan Powers, 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 January 26, 2016

\*\*\*\*

**Financial Report**

**Payment of Bills – Abstract #02**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$11,008.52.

**Resolution #07-16LDC**

**Payment of Bills - LDC**

On a motion made by Mike Guinan, seconded by Bryan Powers, 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 \$6,660.84.

**Resolution #08-16LDC**

### **Payment of Bills – Victor Merchants Group**

On a motion made by Bryan Powers, seconded by Mike Guinan, 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 \$4,347.68. Invoices are to be paid out of the Victor Merchants Group account.

*Note: Resolution #07-16LDC and #08-16LDC were included in the Balance Sheet totaling \$ 11,008.52*

\*\*\*\*

### **Public Comment**

Tim Maher, Victor Merchants Group President, was unable to attend the meeting but asked that Kathy report on two things:

1. The Beer & Chili Walk scheduled for March 11<sup>th</sup> is in the planning stages and everything is on track for that.
2. Kathy and Tim will begin the interviewing process on Wednesday 2/24 for the Merchants Group administrative person.

\*\*\*\*

### **Executive Director Report** **February 2016**

#### **Business Calls**

- El Basha Restaurant – review process for remodeling & community involvement
- West Main Street Development Project – informal pre-application meeting (Village/code enforcement)
- Climbing Vines – open for business visit – ribbon cutting/grand opening was on 2/19
- Pinnacle Athletic
- Northeast Archery – New business start-up at Pinnacle
- Finger Lakes Visitor Connection – looking for updated web content on Victor
- JW Danforth – Nick Optis
- Hoffends
- Victor Chamber of Commerce
- Victor Merchants Group

These calls were a combination of relocation searches, new businesses or general check-ins with existing businesses and local organizations.

**Resident/Business/Property Owner Survey** – Survey results were reviewed on 1/28. All attendees were asked to review and submit any questions they would like more detail on from the Survey Coordinator. On 2/25 the information was reviewed by the Committee who additionally strategized on a plan for implementation. Kathy will be

utilizing the Town newsletter to publicize the results and submit a report to Town and Village Boards as well as our own.

**Finger Lakes Regional Economic Development Council (FLREDC) –**

Opportunities exist for Victor to apply for funding under the newly funded Upstate Revitalization Initiative. The Victor Local Development Corporation's (VLDC) Grants Committee should begin to look at potential projects eligible for application submissions. If needed, the VLDC Board can re-group with Ed Flynn from Labella & Associates.

*There was some discussion as to which Board members were on the Grants Committee. Glenn asked Diane and Bryan to join Mike on that committee. Kathy feels the Committee should really get moving on this.*

**Victor Business Awards** –As a reminder on nominations **Kathy is requesting that each Board member provide two nominations to be considered for 2016 – nominations are due March 4<sup>th</sup>.**

**Village Code Audit** – The Village Board accepted a proposal from Labella & Associates to conduct a review of the existing Village code to identify/evaluate inconsistencies that inhibit advancing redevelopment and plan objectives (Comprehensive Plan and Saratoga Plan). Kathy was involved in a kick-off meeting to review the audit process and to brainstorm areas of the code that should be focused on. Labella & Associates will begin interviewing stakeholders (Village staff, property owners, Code enforcement, developers, business owners) and conclude with a report by June.

**Victor Local Development Corporation (VLDC) Revolving Loan Funds (RLF)** – The Loan Committee made a few more edits to the main informational document that describes both loan funds. The application and packet will be put on the VLDC website. Kathy has had one new business inquire on funding assistance.

**Senator Funke Funding Opportunities** – After a meeting with Village and Town personnel to discuss potential projects to submit for funding, Kathy compiled a spreadsheet containing 12 projects for review by Senator Funke's office. She spoke to his Administrative Aide who informed her we will get some feedback in June. Kathy attached that project spreadsheet for your review.

**Economic Development Advisory Committee** – The committee had a great meeting on 1/20 which means good attendance and conversation. Below is the follow-up email that I sent to the committee that captures input gathered from that meeting:

1. Re-established the Economic Development Department as the liaison for new business start-ups;

2. Ensure that the obvious locations that a new business would contact (Town, Village, Chamber, Merchants Group) are equipped with a packet of information to hand out to guide the owner;
  - a. Kathy has been working on this and have several assembled which she will review with representatives from the above mentioned entities.
3. Research discussion that took place regarding the "process" during the comprehensive planning meetings.
4. Poll other communities to determine rates/fee structures used to review projects. The current system used by the Town of Victor leaves the developer uncertain of costs to be charged.
5. Suggest that the Town begin weekly project meetings that include key personnel (Fire Marshal, zoning etc.) to review projects and provide the applicant with a report of their findings so they may take that information into consideration and prepare for the Planning/Zoning meeting.
6. Propose hiring a consultant to review the current process/procedures and make recommendations for modifications.
7. Expand communication on overall improvements that have been made regarding the process and other Town related projects/procedures.

**Customer Management Software** – An approved expense in the 2016 Economic Development budget was the purchase of software that will capture Economic Development "customer" information all in one database and provide a simple format for generating reports, communications with the various customer groups etc. Kathy consulted with the program developers and Town IT staff on installation – the purchase should be made before the end of February.

**Gateway Electronic Message Boards** – Installation took place the week of 2/8 and software was downloaded for message management on 2/17. Kathy's and Suzy Paquin's computers contain the software to update/change the messaging. Kathy put together "policies/procedures" for the messaging and will be reviewing that with Town/Village Boards. We are restricting the messaging to Town/Village events, meetings, road construction etc.

**Victor Mobile App** – Kathy has been working with a local company on development of a Victor Mobile App that would be available to ALL Victor businesses, offers push notifications from businesses to users, publicize events etc. She is scheduled to meet with the development team 2/18 to review potential platforms.

**Miscellaneous – but relevant:**

- Kathy and Sue have an appointment with Tom Zuber's office (audit firm) on March 21<sup>st</sup> and 22<sup>nd</sup> to complete the Victor Local Development Corporation's (VLDC) 2015 audit.
- VLDC Director vacancy – the cut-off for applicants is 2/22. We have received four applications.

- Victor Merchants Group administrative staff – Kathy placed an ad to fill this position on Indeed.com. Kathy and Tim Maher will be reviewed the applications on 2/8 and are setting up interviews.

\*\*\*\*

### **Committee Action Review**

**Loan Committee**- Glenn reported that the Loan Committee has been pretty busy and Glenn wanted to recognize Rebecca for her diligence in reviewing the loan documents. One thing the committee did agree on was instead of charging interest on any of the two loan programs, we will charge a 2.5% per year loan origination fee. It makes it a more cut and dry loan process and it comes out to be roughly a 4.75% conventional loan. Glenn and Rebecca sat down with Kathy and Sue to go over the loan process and explained the origination fee vs. interest monthly.

Bryan asked about attorney fees and if what we were charging would cover those? Our loan paperwork will make sure that if an attorney is necessary, the borrower will be responsible for the fees. The Board feels the paperwork and the loans are very straightforward and an attorney may not be necessary on every loan.

Glenn said that when the final loan procedure documents are completed, Kathy will send them out to the Board for review.

**Grant Committee** – Glenn reported that the Committee will be meeting in the next month and that he will be joining them.

*Kathy asked the Board to designate a specific dollar amount to be available under the Village Loan Fund. The Board agreed on \$50,000.00.*

\*\*\*\*

### **Resolution #09-16LDC**

#### **Designation of Funds for Victor Local Development Corporation - Village Revolving Loan Fund**

On a motion made by Mike Guinan, seconded by Rebecca Melton, the following resolution was Adopted 5 AYES 0 NAYS

**Resolved**, that the VLDC board of directors designates \$50,000 to be utilized for the sole purpose of providing loans to businesses located in the Village of Victor. The funds will be transferred from the current "Nozzolio Fund".

**President's Report** – Glenn has been primarily working on the loan documents. He is very hopeful that the Grant Committee will become as involved as the Loan Committee and advised he is available if they need him.

\*\*\*\*

**Executive Session**

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

**Resolved** to enter into Executive Session at 6:44pm for a personnel matter

Sue George remained.

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

**Resolved** to exit out of Executive Session at 7:04pm

\*\*\*\*

**Open Discussion** – Rebecca discussed changing some of the wording in the Façade Improvement Program packet to simplify. She feels there is redundancy in the packet and at the same time, several vital points of interest are missing. She has provided the suggested changes to Kathy and Sue who will have it ready for the Board to review at the next meeting.

\*\*\*\*

**Adjournment**

Meeting was adjourned on motion at 7:09pm

---

Sue George, Minutes Clerk