

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, July 19, 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	Betty Post
	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 6:03pm.

Salute to the flag.

Resolution #23-16LDC

Acceptance of Minutes

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

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated June 28, 2016

Financial Report

Payment of Bills – Abstract #07

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$3860.18.

Resolution #24-16LDC

Payment of Bills - LDC

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

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$3040.30.

Resolution #25-16LDC

Payment of Bills – Victor Merchants Group

On a motion made by Bryan Powers, seconded by Mike Guinan, the following resolution was ADOPTED 6 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 \$819.88. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #24-16LDC and #25-16LDC were included in the Balance Sheet totaling \$3860.18

Executive Director Report **July 2016**

Façade Improvement Program – The first of 9 projects approved for funding has been completed. A new roof was installed at 54 West Main Street (El Basha) and the owner has submitted the proof of payment. This project falls under Urban Renewal and payment will be processed through that agency.

Grants– Kathy presented to the Village board again on July 18th regarding Technical Assistance grant funding that is available to fund both the Code rewrite and review/revisions to the Village Master Plan. The VLDC would pursue the funding on their behalf if approved by the board.

The Board would like to pursue the funding, however, would like to see a 50/50 match from the Village. Kathy will go back to the Village and report on the decision.

Town Mobile App – The Town Board approved the Request for Proposal for the Mobile Phone Application which was publicized on 6/21. Kathy has received five proposals. Submissions were due to her by 7/15 for review. This Mobile App will replace the printed brochure that lists businesses, events and attractions. The Victor Local Development Corporation (VLDC) will be the lead agency on this project for the Town and will be charging a nominal fee to participating business. This will be a revenue source for the VLDC.

Economic Development Strategic Planning – We had our first kick-off meeting on 6/30 with Causewave facilitating the process. We had representatives from the Victor Chamber of Commerce, County Economic Development, Village, Town, Business owners, Property owners and Victor Local Development Corporation (VLDC). There will be additional meetings and outreach with the goal of producing a three to five year plan for Economic Development. This plan, when completed, will incorporate initiatives outlined in the comprehensive plan for Economic Development, provide areas of focus

for the VLDC and define relationships with existing partners (County Economic Development, Victor Chamber of Commerce, Etc.).

Victor Merchants Group (VMG) initiative – President Tim Maher and Victor Local Development Corporation (VLDC) President Glenn Cooke met to get an update on the status of moving forward with the proposal of the VMG becoming an official committee under the VLDC. Tim informed Glenn that he is organizing a meeting with active member within the next two weeks to gather input on how to proceed.

Bryan suggested that we give Tim the two weeks and at that point if nothing is resolved the Board can start talking about the direction in which they want to go with the Merchants Group.

Miscellaneous but relevant: Kathy presented at the Victor Chamber of Commerce Ask the Expert series with Katie Evans and Kim Kinsella regarding Economic Development and Planning & Building.

Kathy will be on vacation beginning July 21st through July 29th – annual trip to Third Lake in Old Forge!

Kathy also added that she is in the midst of working on her budget and mentioned that she had added a column for Mobile App Marketing with an amount of \$2000.00. She asked for any input from the Board on what she had so far. Bryan Powers said, and the Board agreed, that grant writing should be increased to \$5,000 from \$3,000 especially since she talked about the above Village grant.

Committee Action Review

Finance/Business Loans- Glenn reported that there is a potential applicant for our Village Loan. They have asked for a \$25,000.00 loan over a 5 Year period. An outstanding Business Plan has been written. There has already been a credit check completed. Glenn feels this would be a good opportunity for us to help a startup business, which is what the loan was intended to be used for. The Board discussed the financials and application and agreed that they would have them sign a personal guarantee, and need to be more specific on some matters, such as if there is a default on the loan, etc.. At this time the loan is pending until further information is obtained.

On a motion made by Mike Guinan, seconded by Diane Camelio, the Board approved to grant the applicant the loan, upon receiving additional information as outlined above, by the Board, 5 AYES 0 NAYS 1 ABSTAINED (Rebecca Melton)

NOTE: *On the advice of legal counsel, it was determined that a Resolution rather than a motion was needed to approve the loan. A special meeting of the Victor Local*

Development Corporation (VLDC) was called on August 1, 2016 to finalize the loan approval and a Resolution was voted on at that time.

Grants/Property- No report at this time except Mike did mention that he met with one of the property owners and the Realtor to get further information on the property off of School Street.

Communications/Community Relations- Betty, Rebecca and Diane met prior to the board meeting. They discussed updating the Victor Local Development Corporations (VLDC) marketing materials and researching how other towns self-promote.

They also discussed possibly doing events, or partnering with other Organizations on events. Another idea was to increase advertising to not only include the Business Awards and Façade Improvement Program but also promote our loan availability. Betty hopes to have a follow up report in August.

President's Report

Glenn met with Tim Maher, Victor Merchants Group (VMG) President, he will follow up with him in a week or so and see if he has had the VMG meeting.

The Route 96 study is working out the details with the State through the Katie Evans' office to get underway. Katie has asked Glenn if he would be the Chairmanship for that Committee and Glenn agreed. He has experience working with the Genesee Transportation Council and the State, so feels this will help the Victor Local Development Corporation stay involved fully in this study. He will keep the Board advised.

Adjournment

Meeting was adjourned on motion at 6:38pm

Sue George, Minutes Clerk