

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

**MEMBERS PRESENT:** President Glenn Cooke  
Vice President Bryan Powers  
Treasurer Rebecca Melton  
Director Betty Post  
Director Mike Guinan  
Minutes Clerk Sue George

**MEMBERS ABSENT:** Secretary Diane Camelio and Executive Director Kathy Rayburn

**OTHERS PRESENT:** Mitch Donovan, Victor Chamber of Commerce (VCC)

Meeting was called to order by President Glenn Cooke at 6:02pm.

Salute to the flag.

**Resolution #27-16LDC**

**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 July 19, 2016

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**Resolution #28-16LDC**

**Acceptance of Minutes**

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 accepts the minutes from Special Meeting dated August 1, 2016

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**Financial Report**

**Payment of Bills – Abstract #08**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$881.13.

**Resolution #29-16LDC**

**Payment of Bills - LDC**

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 on the balance sheet totaling \$811.25.

**Resolution #30-16LDC**

**Payment of Bills – Victor Merchants Group**

On a motion made by Betty Post, 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 \$69.88. Invoices are to be paid out of the Victor Merchants Group account.

*Note: Resolution #29-16LDC and #30-16LDC were included in the Balance Sheet totaling \$ 881.13*

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**Privilege of the Floor**

Mitch Donovan of Victor chamber of Commerce (VCC) has been reading the minutes and following the discussions about the Victor Merchant Group (VMG) becoming a subcommittee under the Victor Local Development Corporation (VLDC). Tim Maher, VMG President, did approach the Chamber of Commerce a couple of months ago wondering if it would be a possibility to be a subcommittee under the (VCC). Tim brought that idea to the Board Chairperson who agreed to take it to the Executive Committee for discussion.

Mitch wanted to share that information with this Board and was wondering where we stand or what we have decided. Did the VLDC Board have any new or different information that they could share that may also help the VCC make a decision.

Glenn informed Mitch that the VLDC Board has not made any decision that a few months ago Kathy gave the VMG a tentative proposal on how the subcommittee would look and they had not received any kind of answer back until Sunday. Glenn had not even had a chance to thoroughly look through that document. Glenn feels that whether it's the VLDC or the VCC that has the VMG under them, he knows that both really do want to help the Merchants and boost the downtown area. Mitch feels that this decision becomes a strategic discussion between all three parties.

Glenn asked Sue if she can make sure the other Board members get a copy of the proposal. With Kathy not here and able to share her ideas/opinions no decision would be made at this meeting.

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## **Executive Director Report** **August 2016**

### **Business Calls/Assistance**

Rite of Passage Tattoo

Utopia Home Care

Oriental Rug

Hunter Machine

Allora

Prima Pop Gourmet Popcorn

Ferris Terrace

California Rollin Sushi

IDI Billing Solutions

AIMS (Adventures in Movement)

Code2

**Façade Improvement Program** – Two projects have been completed and reimbursed through the program. There are six projects remaining that have not submitted receipts/paperwork – the deadline for completion is October 31<sup>st</sup>.

**Town Mobile App** – Six proposals were submitted in response for the RFP that was posted for this application. Kathy made a recommendation to the Town Board on 8/22 to enter into a contract with Solu Digital Collaborative – a Victor based company. Her recommendation was accepted by the Board, so work will commence on the project in September. 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, resulting in a revenue source for the VLDC.

**Economic Development Strategic Planning** – A 2<sup>nd</sup> meeting was held on 8/11 with Causewave facilitating the process. Our time was focused on identifying five core values that we will use going forward to determine the initiatives for Economic Development. Those values are: Business Friendly, Community Engagement, Sustainable, Strategic and Variety. The group then referred to those core values when reviewing each of the strategies and tactics outlined in the Economic Development chapter of the comprehensive plan. 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** – Kathy has had several conversations with Tim Maher regarding the status of the VMG – if they are going to continue as they are or become a committee under the VLDC. They are also in discussion with the Victor Chamber of Commerce. Tim was preparing to meet with the VMG board to again review the proposal she drafted and respond prior to the August VLDC board meeting – Kathy has not heard from him at the time of this report. To date they have canceled two wine walks (latest was scheduled for September 9<sup>th</sup>) and have nothing planned

until December. Kathy has been approached by several merchants who want to move forward and start working on some new initiatives to promote Victor and the businesses here. She has also been approached by a merchant that would like to facilitate a beer walk in October and was inquiring about the existing funds residing in the VMG account.

In summary, Kathy believes that to stay the course of providing business support the VLDC should work with the merchants to revive this effort and get them going in a direction that works to promote ALL of the businesses. She feels the best course is to form a committee under the VLDC that will facilitate events, marketing and promotion.

**Ferris Terrace Development** – Kathy began working with the developer on this project almost a year ago and it will be voted on by the Village Planning Board on 8/24! This is a significant mixed-use development project for Victor and will hopefully spur more development in the business district and attract new business. She worked with the developer to facilitate the process and make relevant connections/introductions to assist him with presenting his project. We worked together to work out an arrangement with Victor Coal & Lumber to allow for adequate parking & deliveries for his property. The Project was approved by Village Planning on August 24<sup>th</sup>.

**Village Revitalization Plan Review** – The Village is underway with a code review audit with Labella & associates. In coordination with that, Kathy recommended a review of the existing Village Revitalization Plan. The goal is for the code, revitalization plan & design guideline to align and promote continued growth/development in the Village. Kathy has engaged a contractor to begin this work with the Village and the Village and the VLDC will fund Phase 1 of this process which will begin in September.

**Miscellaneous but relevant:**

- Rite of Passage Tattoo is moving to a temporary location at 37 East Main Street as a result of the fire damage to the cobblestone building.
- Kathy will be attending a meeting at Ontario County Economic Development Corporation (OCEDC) next week to offer my support of the Conserve project that will bring jobs to Victor.
- The VLDC approved a loan to a new business – Prima Pop Gourmet Popcorn.

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**Committee Action Review**

Finance/Business Loans- The loan for Prima Pop has been closed. Per the accountant suggestion the Bistro 11 payment will now be deposited in the checking account being used for the Village Nozzolio Loan. This will help grow this account for dispensing future loans.

Grants/Property- Mike Guinan has still been talking to the property owner who is still interested in our assistance. Glenn asked if the Grants Committee should meet with him and discuss things further? Mike wondered if it is time to really decide whether the Board wants to go further with this. Glenn wants the Committee to sit down with Ed Flynn from LaBella Associates and Glenn will arrange that meeting through/with Kathy.

Communications/Community Relations- The Committee wrote a press release on Prima Pop which was sent to 4 newspapers. Also Betty is looking into starting up a Facebook page.

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### **President's Report**

-Glenn provided some assistance on the Prima Pop loan paperwork and amortization schedule.

- He has been involved with the Route 96 Corridor Plan and that is just getting started as an RFP has been sent out.

-He attended the 2<sup>nd</sup> session of the Strategic Planning meetings Causewave is facilitating.

-Glenn attended the Ontario County Economic Development Corporations board meeting to update on the loan they gave us and where we are with that. He feels it was well received.

-Glenn mentioned that he will not be available for the September meeting and asked if Bryan Powers would chair the meeting as Vice President. Bryan will be happy to.

-Glenn will make sure that the Board has his input on the Victor Merchants Group subcommittee topic before he leaves and before the next meeting.

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### **Adjournment**

Meeting was adjourned on motion at 6:47pm

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Sue George, Minutes Clerk