

**A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, January 23, 2018 at the Town Hall, 85 East Main Street.**

<b>MEMBERS PRESENT:</b>	President	Glenn Cooke
	Vice President	Bryan Powers
	Treasurer	Rebecca Melton
	Director	Carol Commisso
	Director	Mike Guinan
	Director	Bob Senn
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** None

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

Salute to the flag.

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

**Nomination of Board Members**

The following board member terms have expired:

Rebecca Melton  
Mike Guinan  
Bob Senn  
Carol Commisso

Bryan Powers nominated to re-appoint Rebecca, Mike, Bob and Carol to the Board. It was seconded by Bob Senn. Each one accepted the nomination. The board voted unanimously.

**Director – Rebecca Melton– Term expires 1/2020**

**Director – Mike Guinan – Term expires 1/2020**

**Director – Bob Senn – Term expires 1/2019**

**Director - Carol Commisso – Term expires 1/2019**

*Bryan felt that at some point soon we should re-look at the by-laws and get the terms back to how Reid Holter set them up and also see if any other changes are needed.*

**Appointments of Board Members**

The following have accepted their Board positions:

**Resolution #01-18LDC**

No other board members were interested in the President position. Carol Commisso nominated Glenn Cooke for the President appointment and it was seconded by Bryan Powers. Glenn Cooke accepted the President position and the Board approved.  
6 AYES 0 NAYS

**President – Glenn Cooke - Term expires 1/2019**

**Resolution #02-18LDC**

No other board members were interested in the Vice President position. Bob Senn nominated Bryan Powers for the Vice President appointment and it was seconded by Carol Commisso. Bryan Powers accepted the Vice President position and the Board approved.  
6 AYES 0 NAYS

**Vice President – Bryan Powers - Term expires 1/2019**

**Resolution #03-18LDC**

No other board members were interested in the Treasure position. Bryan Powers nominated Rebecca Melton for the Treasurer appointment and it was seconded by Carol Commisso. Rebecca Melton accepted the Treasurer position and the Board approved.  
6 AYES 0 NAYS

**Treasurer – Rebecca Melton - Term expires 1/2019**

*Our Secretary position has been vacant and Glenn asked Carol if she would be interested in the position.*

**Resolution #04-18LDC**

No other board members were interested in the Secretary position. Mike Guinan nominated Carol Commisso for the Secretary appointment and it was seconded by Rebecca Melton. Carol Commisso accepted the Secretary position and the Board approved.  
6 AYES 0 NAYS

**Secretary – Carol Commisso - Term expires 1/2019**

**2018 Annual Organizational Business Appointments**

**Resolution #05-18LDC**

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

**2018 Meeting Dates –**

The meeting dates for 2018 will continue to be the fourth Tuesday of every month at 6:00 p.m. at the Victor Town Hall, with the following exceptions:

The July meeting will be held the third Tuesday of the month, July 17<sup>th</sup>

The November meeting will be held the third Tuesday of the month, November 13<sup>th</sup>

The December meeting will be held the third Tuesday of the month, December 18<sup>th</sup>

**Designate Bank-**

Canandaigua National Bank & Trust is the bank of record.

**Designate Newspaper for Legal Notices-**

The newspaper of record will be the Messenger Post.

**Appoint Attorney-**

Attorney XX, will be used as necessary for legal work for the Victor Local Development Corporation.

*This appointment was deferred until the next meeting.*

**Appoint Accountant-**

Accounting firm, University Accounting & Tax Services, will be used as necessary for financial needs for Victor Local Development Corporation.

**Appoint Executive Director-**

Kathleen Rayburn as Executive Director of the Victor Local Development Corporation.

**Resolved, that the above 2018 Organizational designations and appointments BE APPROVED**

**Resolution #06-18LDC**

**Acceptance of Minutes**

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

**Resolved,** that the Victor Local Development Corporation accepts the minutes from the meeting dated December 19<sup>th</sup> & 20<sup>th</sup> , 2017

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**Financial Report**

**Payment of Bills – Abstract #01**

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$445.90.

**Resolution #07-18LDC**

**Payment of Bills - LDC**

On a motion made by Rebecca Melton, seconded by Carol Commisso, 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 \$145.90.

**Resolution #08-18LDC**

**Payment of Bills – Victor Business Connection**

On a motion made by Bryan Powers, seconded by Rebecca Melton, 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 \$300.00. Invoices are to be paid out of the Victor Business Connection account.

*Note: Resolution #07-18LDC and #08-18LDC were included in the Balance Sheet totaling \$ 445.90.*

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**Executive Director Report**

**January 2018**

**Economic Development/VLDC**

**Business Calls & Assistance:**

ENALAS Consulting – Relocate to Victor	<b>Climbing Vines</b>
Amy Lou’s Cuts – new location assistance	CyFlare – 600 Fishers Station Drive
The Cakery –buildout	Ferris Development Project
Shield Emergency Enclosures – Introduction Mtg.	The Perfect Granola

**Finance boot camp** – In coordination with the Small Business Association, we will be hosting an 8 week business financing course (see attached flyer) at Town Hall beginning in February. This is put on by the SBA and open to women owned

businesses in Ontario County. Kathy has recruited two Victor businesses to participate – seating is limited to 15 and is FREE! The organizers and other sponsors are also recruiting women business owners and we have only a few spots left to fill.

**Route 96 Steering Committee** – Kathy has taken over the responsibility of administration of the two grants received for this project. One from Empire State Development (ESD) and the other from Genesee Transportation Council (GTC). A quarterly report has been submitted to GTC outlining Town staff hours to date and descriptions of what those hours consisted of. She is working with the contact at ESD to ensure paperwork is submitted in a timely manner for reimbursement to the Town. The original project completion date was January and we have pushed it to the end of March. The consultant – TY Lin is working on preparation of deliverables as outlined in the proposal.

**Grants** – FUNDING UPDATE! – As previously reported we have been notified that the two grant applications submitted by VLDC have been approved for funding – (\$500,000 for rehabilitation of the Cobblestone at 2 East Main Street; and \$25,000 for the Update to the Village Revitalization Plan). These grants were submitted with the collaboration of VLDC, Labella, Village and Owner of 2 East Main! We also applied for Technical Assistance grant funding in the amount of \$20,000 for the update to the Village Revitalization plan – we were asked for clarification on a couple of points and this application is looking favorable as well. Sue George and I are working on all the administrative paperwork to get these two grants going.

**Victor Mobile App** – Lisa Hubler has agreed to assist with selling the Mobile app to local businesses. We will be meeting with the App developers this week to make some changes. Kathy will be focusing on tourism related businesses (Hotels, Pinnacle, Finger Lakes Visiting Center) to build the user end which will make the app attractive to the businesses. We have also adjusted the cost for a business to be listed.

**Victor Business Awards** – Planning has started! The 14<sup>th</sup> annual event will be held on Thursday May 3<sup>rd</sup> and will feature keynote speaker Vic Salerno of O’Connell Electric. Kathy and Sue are busy getting things ready to send out regarding nominations, save the dates and other necessary items.

**Victor Farmington Library Expansion Project** – Kathy is a member of the building and grounds committee, and they met on 1/9 to kick-off the planning of this expansion project. We reviewed similar library expansion projects, statistics on usage of our Library and discussed additional skill sets to be added to the committee.

**Victor Business Connection** - Event/Promotions coordinator Lisa Hubler held a meeting on 1/9 to outline the plans for 2018. The group voted to host a logo contest for their new official name – Victor Business Connection; Lisa rolled that out this week.

They will be starting a new face book page to promote Victor businesses and will also have a closed Facebook page to communicate with each other more effectively. This will also provide a communications portal for Lisa with the businesses. The need for a separate website was also discussed and Lisa is looking in to the options.

**Events for 2018:**

March - Restaurant Week: 3/10 – 3/17 – it will kick off with a chili challenge on Saturday, and continue with participating restaurant specials throughout the week. Friday will bring a pizza challenge and the week long promotion will end with Finns St. Patrick's Day Celebration.

Spring/Summer – Wine Walk

October: Spooktacular – Halloween themed event (2<sup>nd</sup> annual)

November (Saturday after Thanksgiving) Small Business Saturday – Customer Appreciation Day

In addition to these events the Merchants will work with Lisa Hubler to coordinate activities with existing events – i.e. Parks & Rec.

**Town Kiosk at Eastview** – Sue George just completed submission of material to be advertised in the video for the Town Kiosk. We have increase the number of videos produced from 2 to 3 for 2018 to ensure timely information is displayed. This video will run from 2/1 thru 5/31 and features events from various Town groups – Parks & Rec, Business Connection, Hiking Trails, Chamber etc.

**VLDC Annual Audit** – The audit will be conducted by Raymond F. Wager CPA and will begin on 2/16. Sue has everything in great shape and they should be in the office for only two days.

**Victor Chamber** – Kathy was asked and accepted to be on the search committee for Mitch Donovan's replacement who will retire in May. The committee met once last week, discussed questions and timeline. The Job was posted this past weekend.

**Miscellaneous but relevant** – Kathy will be attending a session with Lt. Governor Kathy Hochul – "Empowering Women of the Finger Lakes"; Mobile Graphics is celebrating 20 years in business with an open house Friday 1/27; M&T Bank is hosting a customer appreciation event and has asked me to attend; participating in a webinar "Economic Development Data to attract New Business".

*Kathy has received a resume for the vacant board position. Kathy has met with the applicant and feels she is very qualified. At this point Glenn and Bryan need to meet*

*with her and report back to the Board. Glenn will set up a morning meeting for them to meet with her.*

*Kathy wanted to address the legal appointment that was deferred. The board has been discussing having Harris Beach as our Legal counsel. Frank Pavia of Harris Beach had given Kathy his rate, which is in line with what we are paying now, but he also wanted an RFP so he could respond to it formally.*

*Glenn said we are sending one to Reid Holter also and he will provide other legal firms name for Kathy to send to.*

*Kathy gave an update on Deviant Desserts who is our latest loan recipient. They are still working on their site and will be opening soon.*

*The old Bernardo's Pizza site will now be Pizza D's who has a store in Mendon and this will be their second location. They will be opening soon.*

*Kathy asked the Board about the Façade program. Carol is on the URA committee for the Village and the VLDC and URA funds the Façade program. Kathy wanted the board's opinion regarding continuing the program or take the funding and incorporate it into another program. She said they typically get the same applicants.*

*Rebecca suggested changing it to every other year. Carol suggested opening the parameters. Bryan wondered if we could somehow get the Victor Business Connection involved. Rebecca mentioned how, especially signage, is important for the people driving through. Kathy said at the last Façade meeting the committee had decided to keep the program open year round, as far as signage goes, as businesses are moving in at all times of the year, not just during the program times. The Board agreed.*

*Rebecca suggested opening the other part of the Façade program and just give them a timeframe of six months. Bob Senn agreed. Both she and Carol feel there should be some restraints placed for the Façade program when it is not signage. Kathy will revamp the application and present it to URA and the Board.*

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## **Committee Action Review**

Finance/Business Loans- No report.

*Rebecca asked how much money is available to loan out. For the Village there is approximately \$13,000 (since the meeting Sue checked account and there is \$14,478.00 available.) Currently there are three loans on record for the Village fund.*

*The Town loan fund is depleted. Kathy will work on a meeting with the Ontario County Economic Development Corporation (OCEDC) to request additional funding. By the next meeting she will report back to the Board. Glenn wanted Kathy to ask if it could be converted into a grant instead of a loan.*

Grants/Property- No report.

*Glenn said there is a meeting planned for February 7<sup>th</sup> and he will ask Ed Flynn from LaBella Associates to join it. The Village URA committee will also be in attendance.*

Communications/Community Relations- No report.

*Rebecca thought we were going to discontinue this committee. It was decided we would. Bob Senn told Kathy he is more than happy to help her and she should call him with dates. Kathy asked if there was a need for any other type of committees since this one would be dissolving. At this time the Board didn't think so.*

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**President's Report** Glenn mentioned he worked on the RFP document and that on February 7<sup>th</sup> the Grants/Property committee will meet with the URA Board.

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**Adjournment**

Meeting was adjourned on motion at 6:43pm

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Sue George, Minutes Clerk