

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, May 15, 2018 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: President Glenn Cooke
Vice President Bryan Powers
Director Carol Commisso
Director Mike Guinan
Director Bob Senn
Executive Director Kathy Rayburn
Minutes Clerk Sue George

MEMBERS ABSENT: Rebecca Melton

OTHERS PRESENT: Liz Biehler, M & T Bank

Meeting was called to order by President Glenn Cooke at 6:03pm.

Salute to the flag.

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

Resolution #21-18LDC
Appointment of Board Member

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

Resolved, that Liz Biehler is appointed to the VLDC board to fill a term expiring on January 1, 2019.

Resolution #22-18LDC
Acceptance of Minutes

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

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated April 24, 2018

Financial Report

Payment of Bills – Abstract #5

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$8880.54.

Resolution #23-18LDC

Payment of Bills - LDC

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 has reviewed and approved invoices for payment that appear on the balance sheet totaling \$7276.28.

Resolution #24-18LDC

Payment of Bills – Victor Business Connection

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 has reviewed and approved invoices for payment that appear for on the balance sheet totaling \$1604.26. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #23-18LDC and #24-18LDC were included in the Balance Sheet totaling \$ 8880.54

Executive Director Report

May 2018

Grant Admin Update

- **RT. 96 Plan**

- Kathy presented a summary of the Rt. 96 Plan project to the Genesee Transit Council (GTC) committee on 5/10/18 for them to be able to officially close out the project.
- Empire State Development (ESD) funding – waiting for final Grant Disbursement Agreement from ESD to submit invoice for remaining \$30,000 to be reimbursed to Town. **Kathy will be attending a Consolidated Funding Application (CFA) workshop in the coming weeks and will connect with the ESD lead to move the paperwork forward.**

- **Water Quality Improvement Project** funding received for the Towns storm sewer system mapping project - \$90,000
 - **Kathy is inputting required information in the grants gateway – completed 5/15/18**
 - Next Steps:
 - Labella Associates to respond regarding blue tooth device to purchase and iPad's
 - Labella Associates to advise on what information Planning & Bldg. staff should start pulling from existing department files
- **\$500,000 awarded for Cobblestone rehabilitation –**
 - Grant agreement executed by NYS
 - **Applicant is presenting building design concepts to Village Planning Board – 5/23/18**
 - **The project architects are finishing the design plans, there are some State Historic Preservation Office (SHPO) comments to address in the plans (sent them preliminary drawings) and project is scheduled to get Village Planning Board design approval 5/23/18. There were no site environmental issues but the asbestos report is being updated.**
- **Technical Assistance Grant (TAG)/ESD funding** - \$50,000 awarded between the two funding agencies. This is for the revise of the village revitalization plan.
 - Grant agreement executed.
 - **Village received a revised contract from ESD –**
 - **Consultant in Victor for site visit – 5/6, 5/7 & 5/8**
 - Kathy arranged several stakeholder meetings for information gathering
 - Consultant and Kathy attended Village Board meeting to discuss timeline
 - Consultant sent progress report & invoice
 - Project to be finalized by end of July 2018

Bob Senn entered the room at 6:10pm

Business Awards Luncheon – Thursday May 3

- 2018 we recognized 22 award winners
- Attendance was 182
- Sponsorship revenue exceeded all previous years and is **over 2017 by \$2,600**
- **Total profit was \$5,827**

- See below the Expense/Income sheet from 2014 to current

Victor Business Awards – Expense/Income 2018

Item	Vendor	Quantity	2014	Quantity	2015	Quantity	2016	Quantity	2017	Quantity	2018
Flowers	Hopper Hills		\$263.38	19	290.25	19	313.85	18	\$276.95	19	\$306.38
Invitations	Rapid -12	350	\$596.98	350	\$594.40	350	\$594.40	350	\$637.49	350	\$634.76
Postage					\$139.00		\$240.00		\$238.00		\$280.28
Plaques	Penfield Trophy	17	\$883.00	20	\$1,124.00	19- Custom Trophies	\$968.22	17	\$868.81	23	\$1130.64
Programs	Rapid Printing	175	\$196.00	175	\$175.00		\$526.64	200	\$333.75 (483.75)	200	\$387.00
Luncheon	Cobblestone	156ppl	\$3889.35	180ppl	\$4524.03	169ppl	\$4171.86	144ppl	3623.40	180	\$4608.96
Photography	Lance Williams		\$300.00		\$300.00		\$325.00		\$325.00		\$325.00
Emcee Gift	Charitable donation		\$50.00		\$100.00		\$100.00		\$100.00		\$200.00
Total Expenses		*****	\$6154.00	*****	\$7,246.68	*****	\$7239.97	*****	\$6078.40	*****	\$7873.02

Income	Quantity 2014	Total	Quantity 2015	Total	Quantity 2016	Total	Quantity 2017	Total	Quantity 2018	Total
Sponsors/Ads	12	\$2400.00	20	\$4,320	26	\$5050.00	18	\$5800.00	19	\$8400.00
Paid Registration	*****	\$5800.00	*****	\$5504	*****	4790.00	****	\$4142.00	*****	\$5301.00
Total Profit	*****	\$8200.00 \$2046.00- Profit	*****	\$9824.00 \$2577.32- Profit	*****	\$9840.00 \$2600.03- Profit	*****	\$9942.00 \$3863.60- Profit		\$13701.00 \$5827.98- Profit

Victor Business Connection (Victor Businesses promoting Victor Businesses)

- **May 18th – Spring Fling Wine Walk with 10 stops of wine, spirits and food.**
- Spooktacular – is in the planning stages for October 26 & 27
- Small Business Saturday – will be a focus for the group this year with a customer appreciation theme.
- Consultant met with Farmers Market Manager to discuss promotion ideas

Town Sewer Easement Project

- Kathy is assisting in phone calls to property owners regarding property easements for the new sewer line
- Finalized calls on 5/21/18 turned spreadsheet over to Labella Associates for follow-up.

Town/Village Access Management Plan

- Coordinated with County staff and held a committee meeting to review three proposals submitted in response to the RFP.
- Two firms were selected to be interviewed

- Interviews will take place on 5/29/18 at Town hall with committee participation.

Development Projects

- **Ferris** - - 4 Story mixed use building in the Village – **APPROVED**
- **60 Maple Avenue** – 8,400sq.ft retail renovation - **APPROVED.**
- **Façade program** – Village – Five applications have been submitted by the deadline of May 11th.
 - **Sue emailing committee for review of applications**
 - **Notifications to go out to property owners by end of the week.**

Miscellaneous but relevant:

- May 9th – attended a grant writing seminar – 25th annual local government conference
- May 17th – attending a CFA application workshop at SUNY Brockport
- June 21 & 22 – International Economic Development Council (IEDC) conference in Buffalo – Entrepreneurial and Small Business Development Strategies

Kathy gave an update on the Victor Business Connection (VBC). She passed out copies of the posters for the Spring Fling wine walk which takes place Friday, May 18th. There are over ten stops for the walk. She told the Board has not been an easy task planning this wine walk. Kathy is not understanding the mindset of the Merchants as far as getting them engaged, answering emails, participating, communicating in general. Lisa Hubler is making communications as easy as possible for the Merchants, yet it's been like herding cats for Lisa. Kathy wonders if the Merchants are expecting Lisa to do everything.

Kathy asked Carol Commisso (Village liaison) if she wanted to talk about the feedback Kathy has been hearing as far as the Village is concerned. To refresh memories- the Village contributed \$7500.00, the VLDC \$3500.00 and the Chamber \$1000.00 towards the VBC. Carol also asked if the VMG (Tim Maher) is still holding monies back. There is \$1950.00 the VMG would not give to the VBC until they determine it is working.

Carol said the Village Board is feeling with such a large contribution it should be seeing more events pertaining to the Village or that Lisa Hubler should be helping more with the already existing Village events. When the VBC was the Victor Merchant Group (VMG) the Village only contributed \$2500.00 and the VMG was having events and raising money on its own to sustain. The Village board has not seen this as of yet. At this point the Village is questioning contributing or at least contributing as much as last year.

Kathy said the group has always been to support Victor businesses but we can't have events without businesses participating. Kathy will speak to the Village Board in the near future to address their concerns. She believes that this group is in its infancy stages and Lisa Hubler has the skills needed, but it is about getting businesses on board and participating. The businesses have to step up, Lisa cannot do it all.

Kathy asked what expectations the VLDC Board has. Liz wondered how we create a way to make the businesses "buy-in". Kathy wants to brainstorm more on ideas and still be able to satisfy all the parties involved. Liz did say that she lives right in the Village and never hears or knows about events going on until they are going on. She feels events are not being promoted enough or correctly.

Having wine walks is no longer the answer. Kathy and Lisa met with a winery and he was very honest and said the wineries are not interested in participating in these events unless they are compensated. The problem is we have roughly \$5000.00 worth of inventory pertaining to these types of events that the VMG (Tim Maher) purchased as they were disbanding.

Bob Senn wondered about the portable village sign and using that for advertising. He also said to concentrate on the Spooktacular Event.

Kathy is having Lisa come to the June board meeting.

Bryan says the root of most problems is communication. We have to work on that. Carol mentioned utilizing the Farmers Market for the VBC, they could have a booth and a business could be featured.

On a different note Kathy would like to try something new this year and have the Boards involvement in working on the budget instead of her presenting to the Board her projections. The Board agreed. She will draft something to work with.

There was various discussion amongst the Board on an existing business that is closing, Ferris Terrace and development on Maple Avenue.

Mike Guinan exited the room at 6:43.

Committee Action Review

Finance/Business Loans- Kathy sent Mike Manikowski an email to attend an Ontario County Economic Development Corporation board meeting to ask for more money for the VLDC loan program. Kathy will present at the July 10th board meeting.

Grants/Property- Glenn feels that after we see the report from LaBella Associates, the VLDC will have many opportunities on specific projects on what we can do. After we get that report he feels we should relook at this Committee Action Review and possibly revamp its structure to fit the projects.

Communications/Community Relations- No report

Adjournment

Meeting was adjourned on motion at 6:45pm

Sue George, Minutes Clerk