

A regular meeting of the Village of Victor Urban Renewal Agency (URA) was held on Wednesday, July 11, 2018 at the Village Hall, 60 East Main Street.

MEMBERS PRESENT:

| | |
|-------------------------|------------------------------|
| Chairperson | Jason Shelton |
| Vice Chairperson | Michelle Chalupa |
| Treasurer | Linda Tice |
| Member | Carol Commisso |
| Minutes Clerk | Roseanne Turner-Adams |

OTHERS PRESENT: **Jodell A. Raymond, Executive Director Victor Chamber of Commerce**

Meeting was called to order by Chairperson Jason Shelton at 6:00 pm.

Salute to the flag

Resolution #11-18URA

Acceptance of Minutes

On a motion by Carol Commisso, seconded by Michelle Chalupa, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, to accept the minutes dated April 11, 2018.

Resolution #12-18URA

Financials

On a motion by Michelle Chalupa, seconded by Carol Commisso, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, to approve the financials as follows:

Bank Balances as of 06/30/18

Current Assets:

Cash consisting of:

| | |
|------------------------------------|-------------|
| Checking Acct with Five Star | \$ 3,162.20 |
| Money Market Acct with Five Star | \$ 3,299.13 |
| Certificate of Deposit--Five Star | \$ 0.00 |
| Revolving Loan Acct with Five Star | \$ 5,415.20 |

| | |
|---------------------|--------------|
| Total cash accounts | \$ 11,876.53 |
|---------------------|--------------|

Other Current Assets:

| | |
|----------------------------|--------------|
| Loans Receivable – Current | \$ 0.00 |
| Total Current Assets | \$ 11,876.53 |

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| Other Assets (Land) | \$189,500.00 |
| Total Current Assets | \$201,376.53 |
| <u>Liabilities and Net Assets</u> | |
| Current Liabilities | |
| Accounts Payable | \$ 0.00 |
| Net Assets | |
| Net Assets 06/01/18 | \$201,376.45 |
| Change in Fund Balance | \$ 0.08 |
| Net Assets available 03/31/2016 | \$201,376.53 |
| <u>Accounts Payable & Net Assets</u> | \$201,376.53 |

Victor Chamber of Commerce Executive Director Jodell A. Raymond - Hang Around Victor Day Discussion

Ms. Jodell A. Raymond distributed packets to each URA member regarding Hang Around Victor Day 2018 and thanked them for taking the time to meet with her. Ms. Raymond stated that she has done her best to outline and document some elements for Hang Around Victor Day to help her get acquainted with the event. Ms. Raymond stated that she has over 30 years of experience running events including the High Falls Film Festival in Rochester which she was the founding Executive Director and the Director of Marketing and Special Events for an International organization in which the location changed each year for 500 attendees and most recently helped with several events for the Susan B. Anthony House and Museum.

Ms. Raymond stated that she is really confident that she can work with the appropriate parties for Hang Around Victor Day and welcomes the opportunity to work at the Victor Chamber of Commerce and celebrate the fastest growing community in Ontario County.

Ms. Raymond went through the packet that she distributed (Exhibit A) and noted some key points. Ms. Raymond stated that she would like to keep the event essentially the same as it has been in the past for 2018. Ms. Raymond stated that she has hired Tracy Armstrong as Event Coordinator who is a Victor resident and has over 30 years of experience in event planning with the Convention Center and Visit Rochester.

Ms. Raymond stated that she is in the process of meeting and talking to all of the Victor Merchants and letting them know that they will not be charged for space in front of their store this year. Ms. Raymond stated that she would like to find out what each merchant would like to do that day and then collectively work out a plan. Ms. Raymond stated that she has owned a retail business in Brighton so thinks it is important to support the merchants and have them do what makes sense for their business whether it is an in store promo, sidewalk sale, a contest or entertainment.

Ms. Raymond asked for the exclusive use of Mead Square Park and to close Adams Street behind the Library.

Ms. Tice asked if there would be Vendors on Adams Street. Ms. Raymond stated that there have been Vendors there in the past and may need some of the space behind the Library for Vendors if needed.

Mr. Shelton stated that it looks very well thought out and loves the idea of not charging the merchants a fee. Ms. Raymond stated that she didn't see that the revenue was worth it and it wasn't that popular and as she is meeting the merchants, the first thing she tells them is that the fee will be waived for the event and they listen.

Ms. Tice asked what she is doing with individuals that don't own a storefront. Ms. Raymond stated that vendors are free to do whatever kind of promo they want at their table. Ms. Tice stated that they would have to reserve a spot and pay for it. Ms. Raymond agreed and stated that sponsors will get a spot and some of the sponsors are Victor Chevrolet, Finger Lakes Gaming & Comella Orthodontics.

Ms. Raymond stated that information about buying a space for the event is on their website. Ms. Chalupa asked how many vendors the event can hold. Ms. Raymond stated that the vendor capacity is about 200 but usually have about 120-140 vendors. Ms. Raymond stated that at present there are about 45 registered but if they want to go in the newspaper promo they have to be signed up by the end of the month.

Ms. Chalupa asked if there were any vendors in the past that have not committed this year. Ms. Raymond stated that DiMarco group or Auction Direct have not committed this year. Ms. Chalupa asked if there will be a children's section. Ms. Raymond stated that there will be a children's section in which Doodlebugs is the sponsor.

Mr. Shelton asked if a request has been put in for use of the Firemen's Field for parking. Ms. Raymond stated that she has not yet. Mr. Shelton stated that Ms. Tice is on the Fire Dept. board. Ms. Tice recommended that the request should be put in prior to advertising that parking is available at Firemen's Field.

Ms. Raymond stated that in reviewing stats of where people come from to attend the event she found that people come from Victor, City of Rochester, Fishers, Pittsford and Fairport so is looking at advertising in those areas.

Ms. Tice asked if in reviewing what was done in the past if anything will be different this year. Ms. Raymond stated that she is looking for a sponsor to have an entertainment vehicle that has a gaming lounge for kids. Ms. Raymond stated that the second thing is that money will be spent on advertising this year which has not been done in the past.

Discussion regarding details about event location and advertising

Resolution #13-18URA

Victor Chamber of Commerce, Hang Around Victor Day-Use of Mead Square Park and Surrounding Area

On motion made by Carol Commisso, seconded by Linda Tice, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved to give authorization to the Victor Chamber of Commerce to use Mead Square Park and Surrounding Area for their Hang Around Victor Day event on September 8, 2018.

Further Resolved to have the Victor Chamber of Commerce provide proof of insurance naming both the Urban Renewal Agency (URA) as certificate holder and the Village of Victor as additionally insured and signing a hold harmless release form.

Mr. Shelton stated that in the future would like to ask Ms. Raymond to work in conjunction with the URA to complete common goals once the study has been completed. Mr. Shelton stated that if Ms. Raymond ever needs anything to let them know. Ms. Raymond stated that she would be glad to collaborate with the URA in the future.

Resolution #14-18URA

Request for Payment - Façade Improvement Program,

27 & 33 Maple Avenue/David Dentino/Landscape, paint stairs & sign

On motion of Michelle Chalupa, seconded by Linda Tice, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved to approve the payment request, in the amount of \$1,311.45, from the Façade Improvement Committee towards the completed façade improvements at 27 & 33 Maple Avenue.

Member Reports

Michelle Chalupa stated that she is now a Village Trustee and is still learning but is enjoying it.

Carol Commisso stated that there has been an update on the study and Dadras will be doing a presentation at the Planning Board meeting on July 25. Ms. Commisso stated that she will be attending the Planning Board meeting to review the draft plan and that a final draft of the plan will be submitted in August with a final visit in September to the Village Board. Ms. Commisso talked about proposed potential reuse sites in the Village.

Discussion regarding existing sites that could potentially be repurposed.

Ms. Commisso stated that the LDC would like to be more proactive to develop and have contracted with LaBella to help them develop a strategy going forward. Ms. Commisso stated that Kathy Rayburn of the LDC and Ed Flynn of LaBella have interviewed people about Victor's assets and opportunities for development. Ms. Commisso stated that LaBella will attend the next LDC meeting to give possibilities that can be worked on.

Ms. Commisso stated that the Town Attorney asked to see a copy of the URA By-Laws so she sent a copy to him because there are things that the URA can do that other agencies cannot do so he wanted to see exactly what the By-Laws say.

Linda Tice stated that the work being done on the property at 60 Maple seems to have stalled and wondered if that is part of the URA district. Ms. Commisso stated that it is in the URA district and the project did get approval from the Planning Board to move forward.

Jason Shelton stated that he will be attending the Library development expansion meeting and will share any relevant details with the URA via email.

Discussion regarding history of the Library building and location

Adjournment

Meeting was adjourned on motion at 6:48 pm.

Roseanne Turner-Adams, Minutes Clerk