

# ROUNDTABLE MEETING MINUTES

## AUGUST 3, 2018

Kathy Rayburn welcomed everyone and is filling in for Jack Marren.

### **DALE DEWEY – SCORE**

- Learn to Soar – September 5<sup>th</sup> This is one of our premier events and is at Monroe Golf Club in Pittsford. We have roughly 100 plus people who attend and is open to small to medium size businesses. It's free and includes a box lunch. There are 3 different workshop time slots.
  - Session One – Power of Peers. All of the attendees match up in groups of 3 to 5 people and discuss either problems or successes that they've had in their businesses and see what the other people in the group think about it.
  - Session Two – Choose one – How to Deal with Difficult People, Customers & Employees OR How to Create, Manage & Maintain an E-commerce Store.
  - Session Three - Choose one – Understanding Social Media Platforms For Your Business OR The Importance of the Right Accounting Software
  - Box Lunch & Presentation – Smart Answers for Taxing Times – how to navigate changing Federal and State regulations

It's an assisted learning opportunity. There will be different mentors walking around helping people think about what's going on. It's amazing the power of the peers and what other people have learned and are willing to share. Registration is required and gives us idea of how many will be attending and how many box lunches need to be ordered and also what the popular sessions are. You can register on the website. There's an active link on the pdf once you get that or use the URL.

Kathy – Are these sessions taught by someone from SCORE?

Dale – Yes, Score, mentors or people in the community that are well known. We have a large group of accountants, lawyers, people very good in sales, social media experts.

**KIM DELONG – FINGER LAKES THOROUGHbred ADOPTION PROGRAM** – We've done a little restructuring at the barn and now have 2 part time riders and adoptions are on the rise. Our next fundraiser is August 11<sup>th</sup>, our second annual yard sale in front of the adoption center in the parking lot. In September we'll have our polo which brings back some of our graduates that have gone onto polo to show that these horses can do more.

### **TIM NIVER – VICTOR FARMINGTON LIBRARY –**

- June 21<sup>st</sup> our budget past 128 to 32. We had asked for a small increase of 1.5 cents per \$1,000 assessed value.
- We were involved with Parks & Rec's Summer in the Square which was a success.
- Our summer reading is in full swing. There are kids and adults everywhere. We're averaging about 500 people per day. There's 2 weeks left so there is still plenty of time. For the adults, there is the summer challenge to read a variety of books and other tasks and win a prize at the end.
- August 18<sup>th</sup> Farmington Family Fun Fest – We'll be there giving away lots of freebies; books, pens, buttons, etc.

- August 8<sup>th</sup> - Still moving forward with the library expansion/renovation. We have some presentations from some architectural firms. There are 3 different firms coming in showing us what they can do for us and how they can do it.
- August 8<sup>th</sup> – National Night Out
- August classes for adults – August 4<sup>th</sup> we're previewing a documentary on how to prevent Lyme disease.
- Growing in popularity is our monthly chair yoga which has become very popular.

**BOB KELLY – VILLAGE BOARD** – The main thing we have going on in the Village is we have some consultants coming in and architects and they are looking at the Village and the resources that we have. We have great old bldgs in the Village and they are going to help us with Village development ideas.

I'm also on the Historic Advisory Committee. Last year the Historic Advisory Committee for the Town put on a first Thursday speaker series at the Town Hall. It's the first Thursday of the month. We're having 6 speakers come in and talk about the history of Victor. The first speaker is a retired professor from FLCC on Thursday, September 6<sup>th</sup> to talk about the glacial features in Victor.

We started talking about a Victor Heritage Day, there's no name for it yet but a day to celebrate our history. We're fortunate with Valentown and Ganandagon and the railroad. We've got a lot of historical things here and it would be nice to have a day to bring people into the Town and talk about it.

**KAREN GUIDARELLI – VICTOR FARMINGTON FOOD CUPBOARD** – We received 2 grants; \$10,000 grant through Foodlink from NYS to digitize our records and to go mobile. The Alex Davis Foundation and the American Legion donated money for us to buy a van which we purchased and did a ribbon cutting last week. The van can fit all of our pallets when we do a mobile food pantry and we can get all of the snack packs up to the school. There's a million things we can now do including registering people in the community. So when we find food deserts which we do have in Victor and Farmington, we can go out and register people on the spot and give them an understanding of what we can offer and figure out what their barriers are getting to us.

Also started the mobile farmers market. We are at the Farmer's Market and give families a coupon for \$1.00 worth of produce when they're at the food cupboard. If they come to our van or booth at the Farmer's Market, they get \$4.00 more so they can buy \$5.00 worth of fresh produce. Each week we've seen an increase. We started out redeeming \$1.00. The farmers turn these coupons in at the end of the market and we give them cash on the spot so they don't have to wait. We started out by redeeming \$1.00 and this past week, we redeemed \$57. The wonderful thing about being there too is communicating with the farmers so if they have an abundance of something, they send us back with produce. Also, if we have cash left at the end of the market, we're purchasing produce and bringing it back to the food cupboard to give out.

This Saturday behind the Presbyterian Church, we'll be doing a meal kit give away and Foodlink will come with their mobile pantry. No one has to show us an ID or do any paperwork, they just come and say they need food and they receive it. Mobile pantry rules are even less, there are no rules. If you show up and want some food, you get it, you don't have to be income qualified. In July we had 57 brand new families and we fed 1,365 people.

August 25<sup>th</sup> we're doing the school supplies, clothing, and the school snack program again. So we'll be collecting clothing again this year at the Methodist Church which is the brick one across the street. They

opened a clothing closet so they wanted to do all of the clothing there. School supplies and snacks at Willowbrook on High St. So from 9:00-11:00 people who have signed up ahead of time for school, come and receive supplies for anyone who shows up and grab school snacks as well. Foodlink will also bring their mobile pantry again.

Kathy – What are the collection times for that?

Karen – Willowbrook basically said as soon as service has finished on Sunday, we can have the church. The Methodist Church said we can start dropping off clothing now.

**MIKE STOCKMAN – PARKS & REC** – A quick recap of some of the things that happened since we last met. We were in the beginning stages of Honor Flight at that time. And thanks to some generous businesses, residents, our own American Legion, and the Alex Davis Foundation, we raised over \$35,000 this year taking us over the last 7 years to \$130,000. We're really proud of that. We had a nice presentation at the Town Board meeting on June 27<sup>th</sup>. We had 15 Veterans show up that had been in the Honor Flight. We're really proud at Parks & Rec to be able to do that for our Veterans.

Our summer concert series – We hadn't started up the last time we met, we finished it last night. Unbelievable attendance and weather this year. Last night, we had a tremendous crowd and band, a great way to end the summer. The cars were parked all the way out of the roadway to the main road, it was amazing. Dinosaur BBQ sold out about 8:00.

Summer in the Square which was about 100 degrees in the morning setting up and then it wanted to rain but got pretty nice that night. Had a nice crowd and great bands.

We're gearing up for our final summer event which is our Dryer Road Camp Ground, it used to be the Dryer In Movie. We really didn't change anything, just remarketed it. When we started that event 9 years ago, it wasn't so easy to get a movie. Kids can watch movies on their phones now so it's not that big a deal anymore. So we do free camping and let families come out and grab a camping spot and hand out the itinerary (movie, inflatables, food, camp store). So we're looking forward to that on August 18<sup>th</sup> starting at 6:30. Mike had posters and flyers to hand out.

**BOB HAGGETT – VILLAGE OF VICTOR TREE BOARD** – We submitted for our grant in July and thank you to all of those who supported us with letters of support and we'll keep you posted. We expect to hear towards the end of October or beginning of November.

Last week members of the Tree Board attended the Relief Conference at RIT which was put on by the DEC and the Urban Forestry Council. That was very interesting and we learned a lot.

This drought has affected some of the trees that we planted so we've lost a couple. We're starting to plan the plantings for next year.

**HOLLY GRAFF – AMERICAN LEGION JAMES COOK POST 931** – We've been busy handing out money to the Victor Food Cupboard, the Honor Flight and also to the Victor High School for scholarships and also a favorite fund of the Davis's is The Santa, and he's in Ohio so we gave some money to him. It's like Christmas for children all year round that have health issues that might not be around for Christmas, so they do that. They took a trip up there too.

We're doing some things for the Cdga VA and they need underwear, undershirts, toiletries, and things like that. So instead of giving them money, we're actually buying items to bring to them.

American Legion Baseball Team started late because the players from the high school went to the championship for the high school and they're also on the Legion team. We're the only American Legion Baseball Team in Ontario County and we're in the Monroe County League and we made it to the finals. We really went out there and cheered for them. The coach is the assistant coach at the high school and kept us updated of the game schedule. We ended up in 3<sup>rd</sup> place!

#### **JODELL RAYMOND – VICTOR CHAMBER OF COMMERCE –**

- An announcement for our members for a ribbon cutting on August 11<sup>th</sup> for Victor Pet Care. You may have seen them on the news. The ribbon cutting is 10:00-2:00, it's an event. It looks like they're going to be doing a lot. *They are located in Fishers Landing on Route 96.*
- Cornerstone Eye Care on August 22<sup>nd</sup> at 4:00 will have a ribbon cutting. This is also mentioned on our social media page.
- Hang Around Victor Day is September 8<sup>th</sup> – I remember with my Aunt and Uncle, years ago, it being a small thing on Main St. I think there was a tent and that was it. A couple of additions to that, we have a mogul video game theatre coming for the tweens. It's a big van that you can go into and play games. We've also got Victor's tiny house. I'm not sure if you've ever seen it on HGTV. The tiny house that we have coming, we'll be inviting Victor's merchants to help us decorate the inside of the tiny house. So that's also a way for them to get some advertising.
- October 17<sup>th</sup> - Chamber of Commerce Day
- November 1<sup>st</sup> – County wide job fair

**DAVID LEE – ONTARIO COUNTY TOURISM OFFICE** – Our marketing academy is coming back. The first starts September 10<sup>th</sup> and that's where our office will take you on a "behind the scenes" look of the marketing programs that we're involved in. First one will be on our Partnership Program and how it could benefit your business. The second one, I'll be speaking about Group Marketing, Motor Coach Marketing. Typically the Marketing Academy starts about 11:30 AM and I believe they are Tues/Thurs but that's still tentative as we're still down some subjects but those are coming back and those will go through the whole winter. If you have any fall events, packages, or deals or if you know of any that are out there that the media is following. For example we sent one over the other day through our PR for NY Times. A writer on an assignment looking for fall getaways with a value so we sent some things over but the more the better.

The Finger Lakes as a region is currently up for voting at 10best.com for the best wine region, I believe in the world. Right now it's placing at #1. There's a link on our home page and you can vote once per day. So if you visit Fingerlakes.com it's on there. Out of 20, we're #1! They used our photo for the cover.

**SHANNON DOUGHTY - CONGRESSMAN CHRIS COLLINS OFFICE** – I'm just here to take notes and take it all in but also for you if there is anything our office can do for you whether you're looking for Federal grants or letters of support please don't be afraid to reach out. If you think of something today, let me know, I'm happy to help you out or if you think of something later on, please feel free to give our office a call or Supervisor Marren has all of our contact information. If there is an event that you'd like to see one of our staff at or we could probably get the Congressman here.

**KATHY RAYBURN – ECONOMIC DEVELOPMENT-** Most of you probably heard about the Route 96 plan that the Town took on and I'm trying to update everyone. There's a lot going on but most of it is

“behind the scenes”. Right now we’re going through an environmental review process on the whole project. We have a consultant that is doing this. This will take us through the first quarter of 2019, it should be done early the first quarter. Then based on that, the Town will be able to formally adopt the plan. Right now it’s been approved but it will need to be formally adopted.

Another piece to this puzzle is an Access Management Plan which we’re also working on at the same time and the Village is working on it as well. We have a consultant and committee on that. Access Management is a key piece to this because if you just look at the 96 corridor and all of the development projects that are along it and every single one has a separate egress/ingress onto 96. We’re trying to look at that for the future for the existing and the future developments, not just on 96 but that’s obviously the main focus and see how we can calm that and join parking lots and things like that. That’s another project that takes time and we’re getting there. There will be updates on the website.

Victor Business Connection is a group that is a non-member group of the local Merchants in the Town and the Village. I work very closely with them. We have an event coordinator that works through the LDC and my office and we’re already working on a fall event. Spooktacular at the end of October, it’s a Friday night adult trick or treat, then Saturday is a kid themed day. We’re also working on small Business Saturday which is the Saturday after Thanksgiving which will be more of a customer appreciation day.

Lastly, I just wanted to mention that last year Karen talked about the Christmas stocking program that is available to clients of the Food Cupboard that was originally started by Taryn Maybeck who was a community member and was very active in the community and a lot of causes. She passed away 2 years ago. They wanted to keep this program going and last year I raised my hand and said that I would take it over. Karen did it last year. My associate Sue George and I are working on that. Karen gave us a lot of good information and I’ve reach out to the Maybeck family and we’re going to meet with them next week to be sure that we’re staying in line with their vision for this. Then I’ll bring it back to the Roundtable to keep you informed to what the needs are. Last year there were 284 stockings put together.

**SUZY MANDRINO – VICTOR HIKING TRAILS** - Chauncy was unable to make the meeting as he’s doing trail maintenance this morning. They’ve been very busy with trail maintenance. At this point, there are 23 sessions left that will take them through the end of September. VHT was at the County Fair on July 28<sup>th</sup> and shared a spot with LL Bean and ran into a lot of Victor people.

Coming up on August 11<sup>th</sup> we have our regular hike at Conklin Gully in Naples. On August 18<sup>th</sup>, it’s a big day for VHT, once again this is the 3<sup>rd</sup> year that we’re going to be manning an aid station for the Twisted Branch Trail Run which is an ultra-marathon from Ontario County Park all the way to Hammondsport. We’re the second aid station on the run and will be there at 4:00 AM until about 8:30/9:00 AM. We’re also at the Farmington Family Fun Day on the 18<sup>th</sup> and that’s at 11:00 AM and we’ll have a table there. Then at 7:00 PM on the 18<sup>th</sup> we’ll be leading a short family hike and having a table at the Dryer Road Camp Ground event. On September 1<sup>st</sup> VHT will do their annual Ring of Fire hike and will have a booth at Hang Around Victor Day on 9/8.

**KAREN GUIDARELLI – FAMILY PROMISE** - Ontario County did not have a program for homeless families at all. A couple of years ago a group of us started this group. They just hired a director and they will open in September with the first families. *Kathy asked where it would be located.* The day center was supposed to be in Cdga but there are some lawsuits going on. So I think they are going to open in

Geneva in local churches. So at night the families will go to a church and they will have a partner church each night that week. There will be a van in the morning to pick up the families and take them to the day center. Kids are then bused to their home districts from the day center each day. The goal is to have the families in stable housing within 60 days. The recidivism rate is very low on this particular model for homelessness. We have really big hopes in helping with this issue and it is a big issue in this County, it's just hidden. I'll try to get the director to come to the roundtable but if not, I'll just bring some information.

Holly – I've heard there are some new businesses opening. The Prime Steakhouse and the NY Beer Project. Do you know of any dates that they are opening and are there any other new places coming to town?

Kathy – NY Beer Project, I just met with the developers on that yesterday and that's slated for December. I have not heard of the Prime Steakhouse yet so I'll need to ask the Planning & Building Dept if they have any permit for that. I can tell you there is not a Chik-Fil-A coming.

The NY Beer Project is a very exciting project because in addition to the facility as far as the craft beer, there's also an events space which we're very short on that in Victor. I'm personally very excited about that piece of it. The developer is a little secretive about the stuff up there and I understand that but there are a couple of other retail stores coming to that High Point area.

Some of the other projects; Ultimate Smile Dental has moved into where the log cabin is on 96. They used to be by Mead Square Pharmacy. *It was stated that Prime Steakhouse is going where Biaggi's was in East View Mall.*

Bass Pro – We met with the developers on that project earlier in July and basically it has stalled out for a couple of reasons. Bass Pro recently purchased Cabela's so they are in a state of flux trying to figure out their vision and their path forward. According to the developer, they have not given up on the Victor site. The developer still has some hoops to jump through as far as the Planning & Zoning end of it. Bass Pro will be the first piece to the Fishers Ridge project and we're working with the developers.

*Someone asked about when the Car Wash would open. It's getting pretty close but I don't know if they've announced when they will open.*

The meeting ended at this time.

**The next meeting will be on September 7<sup>th</sup>**