

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, August 28, 2018 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:	President	Glenn Cooke
	Vice President	Bryan Powers
	Treasurer	Rebecca Melton
	Secretary	Carol Commisso
	Director	Mike Guinan
	Director	Bob Senn
	Director	Liz Biehler
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

MEMBERS ABSENT: None

OTHERS PRESENT: None

Meeting was called to order by President Glenn Cooke at 6:04pm.

Salute to the flag.

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

Resolution #33-18VLDC

Acceptance of Minutes

On a motion made by Carol Commisso, seconded by Bob Senn, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated July 17, 2018

Financial Report

Payment of Bills – Abstract #8

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$4513.46.

Resolution #34-18VLDC

Payment of Bills -VLDC

On a motion made by Bryan Powers, seconded by Mike Guinan, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$4073.46.

Resolution #35-18VLDC

Payment of Bills – Victor Business Connection

On a motion made by Bob Senn, seconded by Liz Biehler, the following resolution was ADOPTED 7 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 \$440.00. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #34-18VLDC and #35-18VLDC were included in the Balance Sheet totaling \$ 4513.46

Executive Director Report
August 2018

**Economic Development/VLDC
Directors Report**

Business Outreach

Office Space search	DiMarco	Village Inn building agent
Victor Coal Real estate agent	Sequels	Northeast Archery
Franchise Tenant Location search	Optics Manufacturer Location Search (County Outreach)	Ultimate Smile Dental
Keith Trammel – space on 96	Boscov’s Department Store	Cornerstone Eye Associates
Stumblin Monkey		

Economic Development projects often require multiple interactions before reaching completion. For example finalizing the location of a new business or retention of an existing business to the area may consist of: in-person visits, outreach to supporting agencies (County IDA, SCORE), contacting real estate brokers, landlords and code enforcement or connecting the business with funding options. This description is offered because successes are happening, not overnight and often inconspicuously, but are the result of a team of supporting agencies and the ability to assemble the right pieces for the project.

Below is a recent “case study” that ended in retention of a solid retail business.

At a routine check in with a current business owner they informed Kathy that the building was for sale - 62 West Main Street. They were concerned about a

new owner, increased rent and were going to start looking at other locations (possibly outside Victor). Kathy contacted the agent and introduced a potential buyer to the property. We toured the building, introduced the buyer to the retail owner to review the vision they had for the space. That buyer is closing on the building this week, will retain the retail tenant and 3 residential tenants, put a new façade on the building and work on other improvements.

One example of Economic Development working for the Victor community.

Grant Admin Update

- **2018 Wastewater Application – Auburn Trail Sanitary Sewer Project**
 - Town is working with Labella on submittal of application under this project
 - Kathy will be working to coordinate letters of support for the application
 - Application is due 9/7

- **Water Quality Improvement Project-** funding received for the Towns storm sewer system mapping project - \$90,000 (Total project cost = \$120,000)
 - Intern from LaBella started in August performing the field work for the project.
 - Kathy is working on the reporting requirements to NYS.

- ★ • **New York Main Street Anchor Grant** - \$500,000 awarded for Cobblestone rehabilitation – (2 East Main Street)
 - Applicant received project approvals from Village Planning board
 - State Historic Preservation Office (SHPO) approval received
 - Bid proposals being requested on project

- **Technical Assistance Grant (TAG)/Empire State Development (ESD) funding** - \$50,000 awarded between the two funding agencies - revise of the village revitalization plan.
 - Grant agreement executed.
 - 5 buildings identified for future reuse/rehabilitation and owner feedback/support obtained
 - Consultant presented to Village planning board on 7/25
 - Final Draft of overall Main Street Strategy due from Consultant 8/27
 - Final strategy due 9/17 pending Village approval

- ★ • **RT. 96 Plan**
 - ESD funding–Waiting for final payout to the Town – Kathy is in touch with administrator at ESD.

VLDC Strategic Planning

The board is working with consultant - Labella, Ed Flynn – to assist with strategic planning for the VLDC. Consultant will be attending the 8/28 board meeting to present a draft of the plan.

- A workshop on 8/28 will be held to review the draft
- VLDC attorney will review powers of the VLDC after review of current bylaws

Everything Victor Mobile App

- Seven new businesses signed up – Rainaldi sponsored the retail/service businesses located at Highpoint.
- We have engaged the services of The Caruana Group (local) for a social media campaign targeted towards end users and businesses.

Victor Business Connection (*Victor Businesses promoting Victor Businesses*)

- Spooktacular – is scheduled for - October 26 & 27
 - Adult Trick or Treat on Friday night
 - Kids themed event for Saturday
 - Ruby Meetings & Events is handling the coordination
- Small Business Saturday – 11/24 - will be a focus for the group this year with a customer appreciation theme.
- Sponsors are being sought for both events
- The Village will be decorated for the event

Town/Village Access Management Plan

- A second meeting of the committee was held on 8/16 led by consultant – Labella
- Consultant presented Task 1 findings – Inventory and analysis of existing conditions
- Task 2 – identifying roads to be analyzed – is targeted for completion by 9/26
- Next committee meeting is 9/13
- A public meeting will be held – date to be determined



Miscellaneous but relevant:

- Sue completed the revise of the Town of Victor Welcome Folders – delivered this week.
- Working on locating a state based retail franchise to Victor – based on a random phone call to headquarters!
- Sue and Kathy are at the final stretch with the redesign of the VLDC website.

Kathy let the board know that our legal counsel had reviewed our By-Laws along with the changes the Board had suggested. He felt there was quite a bit that we should add to our By-Laws. He gave Kathy an example of another towns LDC's By-Laws for the Board to review. Kathy would like to send them to the Board for review and at the September meeting discussion will resume with counsel providing input.

Committee Action Review – No reports at this time

Finance/Business Loans-
Grants/Property-
Communications/Community Relations-

President's Report

Glenn mentioned the earlier workshop on Strategic Planning. He also talked about Boughton Park as he is on that board and they have hired a retired police officer to start patrolling the park on his mountain bike. Glenn is hopeful this will help with any problems occurring at the park.

Executive Session

On a motion made by Bob Senn, seconded by Liz Biehler, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, to enter into Executive Session at 6:13pm for discussion of a financial matter.

Sue George remained.

On a motion made by Rebecca Melton, seconded by Bryan Power, the following resolution was ADOPTED 7 AYES 0 NAYS

Resolved, to exit out of Executive Session at 6:31pm

There was no further discussion.

Adjournment

Meeting was adjourned on motion at 6:32pm

Sue George, Minutes Clerk