

ROUNDTABLE MEETING MINUTES SEPTEMBER 7, 2018

JACK MARREN welcomed everyone.

KENDALL KNAAK from the Finger Lakes Visitor's Connection filling in for David Lee. Kendall handed out the Supplemental Visitor Guide. We went through the 2018 guide very quickly. So while we're planning the 2019, we put out the Supplemental Guide. It's the top 50 things to do in Ontario County as well as a detachable map as maps are very popular for our visitors. If you need it for your business, get in touch with us and we'll get some to you.

Our Wedding and Special Events Guide – I don't have a complete copy as we're still in the final stages. The Finger Lakes are especially popular for weddings and we decided to couple it with a Special Occasion Guide as well as for meetings or large banquet events. There are a lot of beautiful pictures inside from a lot of local photographers. This should be out by the end of the month. We are also going to do a honeymoon give away on social media.

As some of you might have heard the Finger Lakes has won as the best wine region. It was part of the 10 Best Contest by USA Today. We beat out a lot of places in California. To get to the top 10 to vote on, it was a panel of wine experts who picked 10 regions in the US that they believed were top wine regions and the popular vote selected the winner which was us. The last time the Finger Lakes was mentioned was in 2016 when F.L.X. Table in Geneva was voted best new restaurant and they were booked out for months after that. It's a really popular piece and a lot of people read and want to come to this area so we're very excited to win.

Jack referred to the map and the feedback received at the NYS Fair and that a lot of people were looking for a map of the area.

DON EMIRBAYER – FLCC Victor Campus Center – Latoya Collins is with me today and she's managing the YEA Program which she'd like to tell everyone about.

LATOYA COLLINS – I'm with the YEA Program (Young Entrepreneur Academy). It was offered in the Finger Lakes Region 5 years ago by the Chamber but it's coming back to us as well as Cayuga College through Locate Finger Lakes. It's a program for students in grades 6 thru 12, ages 11 thru 18 and it's basically like a "Shark Tank" experience. We take them through a 30 week experience to own their own businesses. This is actually a product of a student who took the program years before and you simply train your dog or cat *to touch a button that says they have to "go"*. These students actually get to manufacture their product. We look to have community leaders be guest speakers, mentors for the students and we teach them in 3 phases. The first phase is "the big idea". They don't have to have an idea before coming to the program. We teach them to think of an idea that they're passionate about. It can also be a social justice movement. Then we teach them how to pitch that idea to real inventors who will invest real dollars into their program and then we teach them how to launch that idea.

So from Oct 20 until May 11 they will have what they need to launch their idea and start a real business. We take them to file their DBA, we build websites, and there will be graphic design, so much stuff. What is unique about this program this year is that through Locate Finger Lakes, they will scholarship each participant in the program. So typically the program cost \$995, which will be covered in full by Locate Finger Lakes as well as the \$20 application fee. So there's no better time to take advantage of this opportunity.

Application dead line is September 15th. There's an information section on Pg 3 of the application if parents and students can get that in, we can work with them until Oct 20 to get the rest of the supplemental forms in. We're looking to have between 25 to 30 students. We are recruiting in Seneca, Yates, Ontario and Wayne County.

DON EMIRBAYER – I just want to say that our Fall Semester has begun. Enrollment is really good this year again. We're trying to wrap up our Community Education courses. They are non credit courses in the evening for people in the community. If you look at our Professional Development and Continuing Ed page, you can go there and there's a number of courses listed for the Victor location and hopefully the others will follow soon.

KATHY RAYBURN – Economic Development for the Town of Victor. I was going to mention because Jodell from the Chamber couldn't be here, Hang Around Victor Days is tomorrow from 11am -5pm. Victor Business Connection is a group of local businesses in the Town and Village of Victor that come together and network and plan some events to drive business to their shops. They are coordinating Spooktacular event which is a Friday night/Saturday, 2 day event, October 26/27. One thing I wanted to mention is they are looking for community groups to decorate lamp poles so you can advertise your organizations. It's a fun way to advertise, you can put your sign out there and be very creative with the lamp pole in the Village. I have information on that if anyone is interested.

New Businesses in the Town:

- The Supervisor, myself and some other staff are going to Barkman Honey today for a ribbon cutting. It's located at Lehigh Crossing and it's a new business for Victor.
- We welcomed Cornerstone Eye Associates on Anthony Drive 2 weeks ago.
- Victor Vet Care located in Fishers Landing which is fairly new as well.

MIKE STCOKMAN from the Victor Parks & Rec Program – I just want to highlight some of our bigger fall events.

- October 20th from 7-8:30pm is our Jack o' Lantern Trail which is located at our location in Lehigh Crossing. Last year was our first year at this location and we had nearly 2,000 people come through during the 1.5 hours and made \$5,000 for the Leukemia-Lymphoma Society.
- October 27th from 11:00 am-12:30pm - Trunk or Treat which takes place in the Victor Municipal Park. This is where people decorate their cars and the kids can treat or treat around everyone's trunk or tailgate. Our American Legion provides pizza and pop for all the kids and the family. A lot of businesses participate in that. Residents who don't have kids or have kids trick or treat on their street like to come out and hand out candy too. It's a lot of fun.

- December 1st – Christmas in the Village – More information to come on this.

KAREN GUIDARELLI – VICTOR FARMINGTON FOOD CUPBOARD: It's Hunger Action month. I usually make up a calendar of something to do every day and I decided that people don't have time to do it anyway! But there is a free App called Charity Miles. It's free to you but if you go out for a walk, run or bike or even an indoor walk, you can click on any charity that they list on their site. This month I'm encouraging people to walk for Feeding America which gives food to Food Link which gives food to us. There's also the World Food Program on their Charity Miles site. So if a company sponsors your walk, it costs you nothing, you just click when you start and stop and you're automatically giving money.

We had about 240 families show up on our school supply give away day. We gave school supplies to about 400 children and we're continuing getting Facebook messages from people asking if we have anything and we do.

The Market Day is going extremely well. Each week we get more. I was shocked to how many people came this week due to being so warm. We had 3 social workers show up with people who needed food. We give a coupon out at the Food Cupboard and then if they come to the van at the farm market, they get 9 more. Some people showed up without a coupon but really need food. We redeemed \$89 worth of vouchers this week for fresh produce. Some people brought just a few dollar coupons and will use more next week. The farmers are liking it and families are coming. What I'm noticing is it's about half-n-half seniors who are really liking the fresh produce. We've only spent about 1/3 of our grant from Thompson Health Foundations. I'm think once the market ends, we'll partner with Food Link and get their curbside market to come to the Food Cupboard and use the vouchers to buy fresh produce off of their trucks.

Kathy wanted to know if the farmers contribute at the end of their day.

What we've been doing because we're matching the grant dollars. So if I have money left, I call the Food Cupboard to see what we have and what we need for that night's shift (we have Wednesday, Thursday and Friday shifts). I pick up whatever is in season and then people donated things too. So it's working out nicely as a partnership and helping us. We also allow people to buy honey and maple syrup when it comes in.

Jack Marren – We've all experienced over time, our scouting community doing the door to door campaign where they would leave a bag and ask for a donation. Unfortunately, we sometimes get outdated items with people cleaning out inventory and maybe not the healthiest selections. We're fortunate at the County that one of the nurses from the Public Health Dept has been in scouting for a number of years. So Ontario County has partnered with a number of organizations that are willing to advertise. So this will be the "door hanger" and not only tells about scouting for food but the types of food they are looking for. *A sample of the door hanger and the bag that would be left from the scouting organizations was passed around.*

Karen G – We do have a big poster up. We can take things that are past the date on the label if the can is still intact. We can take things up to a year past that date under Food Link regulations. People may or may not take it but box food we have to stick to the date.

Renee wanted to know if this campaign was going on now. Karen thought it was going to start in October.

Also, I invited the new director for Family Promise to join us today but I guess they couldn't make it. Family Promise will be starting up this month, September 23rd is their opening date. I'll see if this can be emailed out. I know there is an open house coming up regarding their day center. I know they weren't able to get their day center in Cdga, so their day center is now going to be in Geneva. The first host church will be the Presbyterian Church in Geneva. *Jack stated that he intended to attend the kickoff for this program.*

RENEE PAULSON – The Charity Guild: I do a lot of partnership with the Food Cupboard. We've been on hiatus during the summer time. Our first meeting is next week. We are looking to give some grant money. We've given things through scouting before for signage, we've sponsored students for things, and we've done a lot through Food Cupboard.

Our big event, the Holiday Boutique is November 29th. It will be the 10th anniversary of this event and is open to the public. We have between 200 – 300 people that come through. It's a \$5 admission and the money goes to the Food Cupboard. We've hit \$10,000 before and the goal this year is \$10,000 to be able to give to the Food Cupboard during the holidays. 10 years/\$10,000 is the goal.

We have been involved with Family Promise since they've been trying to get it off the ground. Our total donations to them is \$10,000 for the last 2 years. So we're busy and productive and if you'd like to share some contact information with me that would be fantastic. Our whole goal is to help serve the needs of the community, big or small. Sometimes it's \$300, sometimes it's \$500 and sometimes it's \$1,000. This past fiscal year, we've contributed \$23,922 into this community! *Jack thanked Renee and all of the Guild membership for their generosity year after year to this community.*

KRYSTINA DYPPEL – Victor Farmington Library – Children's Librarian: Tim wanted me to share a couple of things. We had a successful and very busy summer at the library with the summer's reading program for kids, teens and adults. We had about 84 programs just for kids and teens and had almost 1500 in attendance! We have our library garden that Noah Wojcik made in the library's yard. We've been donating a lot of the produce to the Food Cupboard. Tim brought over about 43 lbs the other day.

Our last Little Free Library had to be moved from the Food Cupboard and is now going to be going to Mertensia Park. I'm not exactly sure when this will be moved. We are still deciding who to use for their space utilization study for our.....hopefully.... expansion that we're trying to get going. We're still trying to figure that out and don't have a plan yet.

Hang Around Victor Day, we'll have a table with some freebies. The library system is really trying to promote voters registration this year throughout the system so we have a bunch of registration forms that people can take. I passed around Book Sale - Save the Date, adult and children and teen programs for the fall.

BOB KELLY – Victor Board of Trustees: In 2 weeks the architects who are planning for us and looking at potential development within the Village will be reporting back to us. What I've learned with the planning and developing is that it's a little bit like planning what to do with your neighbor's house in the neighborhood. We don't own the building so we don't have an awful lot of say in it but we all have ideas of what we'd like to see there! For government, having an idea of what you'd like to see is a starting point. There are a lot of places around the Village where you'd like to see something and what can we do to get it. This will get us to thinking about what we have and hopefully we'll open it up to the public and get people in the Village thinking about what we want our Village to look like 10 or 50 years down the road. The Victor Historic Advisory Committee and the local historian Babette Huber advises the Town Board with development and trying to preserve our historical heritage.

We've got a speaker's series. We had our first talk last night. Bruce Gillman from FLCC talked about glacial geology and explained to us what drumlins and moraines are and what we're sitting on in the area of Victor. This is one of the best areas in the world for seeing that kind of glacial geology that we have all around us and we sort of take it for granted. We have Harvey Limbeck coming next month and he's a Docent at Ganondagon and is going to bring some samples from there and talk about how the Seneca people lived. We had 35 people last night and it went very well.

GALEN POWERS – Victor Farmington Rotary Club: We've been very fortunate to get a lot of press in the Messenger Post. Our exchange student has done the switch. Claudia has gone back to Italy and Wakeem has come in from Argentina. The Rotary tries to have 3 host families over the year which is different from other ones. The club is very active and participating. Several members will often take them for the weekend. We're trying to make it a very inclusive and educational experience for them. Parks & Rec gave us a nice paragraph in the news relative to a project that we're helping them on Access at the parks. The Library also connected, we had a backpack project and Tim got a box of books. Not only did the kids get what you'd expect in a school backpack but they also got a book. The Library is so stacked up with books, it helps, we're redistributing. You never want to turn down a donation but sometimes you can't store all of the donations and they don't do you any good sitting in the closet! You've got to get them out into the public. *Krystina stated that after today, no donations will be accepted for the fall sale as they have run out of room to store them.*

We were participants in the Farmington Family Fun Fair. We'll be at Hang Around Victor Day in front of the bank with our fishing booth for the kids to catch candy. We finished our 2 week Camp for Yates, Seneca and Wayne County. Rotary Clubs in those counties fund a 2 week camp for children with disabilities who essentially need a one-on-one counselor. We lease Babcock Hovey on Seneca Lake. The families get a 2 week break from care giving and the kids get an experience that is often very difficult for them to get. It's fun and we have a carnival mid session on Sunday so a bunch of the Rotary Clubs go there and set up a sponge throw or swing a bowling ball and knock down the pins, etc. *Galen talked about some of the kids and their reactions.*

On the World Wide deal, you may have seen some of the articles. Polio we've been at for over 30 years and have knocked it from 450,000 cases a year down to less than 20 in Afghanistan and

Pakistan and there was 1 case flare-up in Nigeria and I think that was knocked back down. But the objective is to have no cases for 3 years but you need to keep vaccinating beyond that so it doesn't come back.

KAREN HANSEN – Founder and Director of the Clothes Closet: I work with the Food Cupboard pretty closely. We opened in February and are open 1 day a week in 2 periods, morning/evening. We are averaging about 80 people a month coming in and they shop for several people. They rarely come in just for themselves. We're clothing about 200 people, about 200 bags of clothes a month. The Victor community is amazing at supporting our clothes closet. They bring decent clothes for the most part and what we can't use we put in the St. Patrick's clothes bin and that goes to the youth fund. When we did the School Day with the Food Cupboard, they did the backpacks and food and they sent the clients to us to shop. We had 88 women come in and they were all new as we hadn't seen them before and they were shopping for 1 to 4 people so we're guessing about 264 kids got bags of clothes and coats and boots. I do know in December there was a coat drive held here and I believe we're going to do it through the Clothes Closet. The tentative day is December 15th.

It was stated that the coat drive was going to be held at the Town Hall and have Karen take whatever she feels she could use in the Clothes Closet. The reason is some people stated that they had trouble with the steps at the Clothes Closet. Karen stated there is an entrance with an elevator that can be used.

The Family Promise, we have blankets, pillows and quilts, etc so if anyone is part of the Family Promise and needs anything, I have it. *Karen stated that she didn't know about being involved with Hang Around Victor Days but will be involved next year.* I do have a *free library* bookcase and we have someone servicing that.

If you know someone in need, I know we've been called several times due to a fire or have lost everything and have called me. I open up for them and let them get what they need.

Renee stated that after someone had dropped off some clothes, they were told that the Clothes Closet didn't need any more clothes. Jack stated the same thing happened to his family that they didn't need any more clothing.

When we first opened, our storage space was incredibly tiny and didn't have anywhere to put it. We have moved to the downstairs basement and have our own storage room and sorting room. We take "everything" always. When we had the school supply day and you were at Willowbrook and sent them over, they cleaned us out. We had tons of winter stuff, jeans, baby things, everything and they pretty much cleared us out. We have between 300 to 350 families that come through. It takes 25 to 30 volunteers several days of folding and sorting.

When do you start taking the coats for donations? We do some in the summer and the winter for sure.

A question was asked to the Rotary Club at what age do they take the kids for camp. From 1st grade up to 18 yrs old at no charge to the family.

SUZY MANDRINO for Victor Hiking Trails in for Chauncy – They will be at Hang Around Victor Days tomorrow. They will be leading a couple of short family hikes during the day. On September 15th, they will be at the Kettlefest on Log Cabin Rd from 10 – 4. On September 30th they have their Challenge Hike which is a 16 mile hike that will start at 8am and it'll go from Boughton Park to Bed Bath & Beyond. Everyone will meet and park at Bed Bath & Beyond and will get bused to Boughton Park and walk back to BBB.

I sent an email out the end of August to remind everyone to send their flyers, events, etc as soon as you can even if it's before our meeting instead of waiting for the meeting to get onto the events calendar to post.

KAREN HANSEN- There's a free hair cutting event on September 18th 5pm-7:30pm for all ages. Hair Haven has agreed to host it this time. *Jack stated that this is the type of information that Suzy was requesting and she would send it out to all of us.*

JACK MARREN- The Town Board has conducted 3 Town Board workshops from a budget standpoint. At the Oct 5th meeting, the Victor Town Board, 3 years ago contracted with Ontario County for enhanced law enforcement presence in our town. They were very busy in the month of August; 72 traffic stops, 51 citations were written in addition to issuing tickets, we've also asked them to patrol our neighborhood so our residents feel safer. They actually went through 33 neighborhoods and did property checks of neighborhoods and parks during that month.

I also wanted to mention Marcie and Mark Hamilton and I know that Kathy Rayburn does a lot with our internal team but this would be the holiday baskets for Thanksgiving. It's not too early to start thinking about them. The combined dollar amount is usually about \$40. I know a lot of the organizations are very generous either putting baskets together or collecting money to purchase the necessary items. This again, is just an early reminder to that. They are looking for this early in November.

I'm happy to report that all of the schools in Ontario County with the newest one being the Wayne/Finger Lakes BOCES have school resource officers in them. So our youngest citizens in our county can be safe.

Opioids – Unfortunately, in 2016 we had 7 deaths, last year we had 30 and this year after 2 quarters, we have 13 already with 5 pending for medical examiners review, so this continues to track in an ugly way. Medication drop off will be hosted here in the Village on October 6th from 9am to Noon by the Village Hall.

Also from a County standpoint, yesterday the Cdga Town Supervisor Greg Westbrook submitted his resignation. Greg has a very busy business as well that has taken off and has grandchildren and it's become too much for him and doesn't have the proper time to serve the residents of the Town of Canandaigua. He met me yesterday and served his resignation.

This would have been a great conversation to bring to you back in May. How many of you have heard of these credit card skimmers at gas stations? Many of us don't carry cash today but what

was recommended by officials at the County that actually go around and check these gas station pumps is to use cash when you're in an unfamiliar area. I can tell you our BJs is one of the safest places to get gas because their computers are tied into it. What these individuals do is open the panels and put these skimmers in. When you open a panel at BJs, unless you have the key and are authorized, it's tied into their system and will shut down so nothing will work. I understand that Fast Trac and some of the newer ones are pretty good places too. Just be aware. Thank you all for joining us today.

The meeting ended.

The next meeting will be on October 5th