

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, September 25, 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	Bob Senn
Executive Director	Kathy Rayburn
Minutes Clerk	Sue George

MEMBERS ABSENT: Directors Mike Guinan and Liz Biehler

OTHERS PRESENT: Chris Andreucci and Lisa Hubler

Meeting was called to order by President Glenn Cooke at 6:01pm.

Salute to the flag.

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

Resolution #36-18VLDC

Acceptance of Minutes

On a motion made by Carol Commisso, seconded by Bob Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated August 28, 2018

Financial Report

Payment of Bills – Abstract #9

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$14148.18.

Resolution #37-18VLDC

Payment of Bills -VLDC

On a motion made by Rebecca Melton, seconded by Bryan Powers, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$12888.14.

Resolution #38-18VLDC

Payment of Bills – Victor Business Connection

On a motion made by Bryan Powers, seconded by Rebecca Melton, the following resolution was ADOPTED 5 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 \$1260.00. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #37-18VLDC and #38-18VLDC were included in the Balance Sheet totaling \$ 14148.14

Privilege of the Floor

Chris Andreucci from Harris Beach has reviewed the current VLDC bylaws. He had given the Board members a set of bylaws, which are used by many municipalities and are approved by the New York Public Authority, as an example to go by. This VLDC has limitations on what it can do within the current bylaws and how we are registered with the Public Authority. Chris explained our options to the Board as far as restructuring. Chris has to check on a few questions the board had for him and will then begin to amend our bylaws for the boards review. He will be contacting Kathy.

Chris exited the meeting at 6:33pm

Privilege of the Floor

Lisa Hubler from Ruby Meetings & Events, who is the event coordinator for the Victor Business Connection (VBC), attended the meeting to give the Board an update on the VBC. She talked about the October Spooktacular two day event. Lisa showed the group some pictures of costumes at last year's event and reviewed participation, activities for the 2018 event.

She also mentioned Small Business Saturday which is on November 24th and what the plans are for that day. Lisa will coordinate, promote and support the businesses for that day, but she is not organizing individual activities inside the businesses.

She has been pleased with the progress of businesses participation, as it seems to be growing slowly but steady. The public now has the capability to purchase tickets for events through the VLDC website on the VBC page.

The Board thanked Lisa for coming in tonight and commended her on the job she is doing.

Lisa exited the meeting at 6:53pm

Executive Director Report
September 21, 2018

**Economic Development/VLDC
Directors Report**

Business Outreach

Office Space search	DiMarco	Apple Store
Victor Coal Real estate agent	Sequels - relocation	Northeast Archery
Franchise Tenant Location search	Perfect Granola	Ultimate Smile Dental
Keys To Rental (new bus)	Premier Packaging	Royal Car Wash
Barkman Honey	Cornerstone Eye	Victor Crossfit
Owner – 33 School Street		

Grant Admin Update

- **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
 - ★ ▪ Project manual was completed and delivered 9/19
 - Contains specifics on the project to enabling the BID process to begin
- **Technical Assistance Grant/Empire State Development funding - \$50,000 awarded between the two funding agencies - revise of the village revitalization plan.**
 - ★ ▪ Final draft strategy due delivered 9/18
 - Comments due by 10/10

Town/Village Access Management Plan

- A third meeting of the committee was held on 9/13 led by consultant – Labella
- Next committee meeting is 10/11
- A public meeting will be held on 10/18 from 4pm – 7pm

- There will be stations set up in the Town Hall Main meeting room for attendees to visit
- There is a presentation at 5:30 explaining Access Management and will play on a loop during the entire 4-7 timeframe



VLDC Strategic Planning

The VLDC contracted with Labella, Ed Flynn – to assist with strategic planning for the corporation.

- Workshop was held on 8/28
- Key projects & priorities identified by each board member
- Consultant summarizing results of workshop exercise and will provide and outline and timeline
- VLDC attorney will discuss recommendations of bylaw changes necessary to achieve strategic priorities as outline in plan.

Everything Victor Mobile App

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



VLDC Website

- Launch of the NEW VLDC site took place on 9/10
- www.victorldc.org
- Complete overhaul resulted in a more professional site with easily accessible information
- Sue and Kathy are able to update information as needed
- The VLDC will now be using PayPal for ticket purchases for events
- Service and Retail businesses are listed on the site

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 events

Miscellaneous but relevant:

- Coordination continues with locating a state based retail franchise to Victor – based on a random phone call to headquarters!
- Spoke at the Seniors luncheon coordinated by Mike Stockman and discussed new businesses and the process involved.
- Will be speaking at the Legacy to their residents in October.

Kathy handed out the draft of Strategic Plan the Board has been working on with Ed Flynn of LaBella Associates. She wanted to point out the maps on the document and the vast quantity of what is available to utilize. The next step is for the Board to approve the plan. Kathy is suggesting that the Board review in the next couple of weeks and then send her any/all feedback, questions, suggestions, comments, etc.. She will then get those over to Ed ASAP. This will give him the opportunity to answers or revise the draft and have it ready for possibly approving at the October meeting.

Executive Session

On a motion made by Bryan Powers, seconded by Bob Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, to enter into Executive Session at 6:58pm for discussion of a financial matter.

Sue George remained.

On a motion made by Rebecca Melton, seconded by Bob Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, to exit out of Executive Session at 7:12pm

President's Report

No report at this time

Adjournment

Meeting was adjourned on motion at 7:13pm

Sue George, Minutes Clerk