

## ROUNDTABLE MEETING MINUTES OCTOBER 5, 2018

JACK MARREN welcomed everybody

SUZY MANDRINO – Victor Hiking Trails – Next hike is October 13<sup>th</sup> on the Bristol Hills. The Fall Newsletter is out (Suzy passed that out). Volunteer Appreciation Dinner October 24<sup>th</sup> at Finns. VHT will be at the Town's Wellness Fair on October 30<sup>th</sup>.

DON EMIRBAYER of Victor FLCC – Monday is open house at the Campus Center. It's Discover Victor Campus Center, it's a Columbus Day event which is basically an open house for perspective students and their parents. We have a picnic lunch for them and they can visit with the Department Program Instructors and some of the alumni will be there. It's still open for people to come and you can check that out on the website.

November 1<sup>st</sup> is our Advisory Board meeting 8:30am – 9:30am

November 3<sup>rd</sup> is the college's fall visit day at the main campus. It's open to perspective students and their parents. You can check the college website for more information.

*Jack wanted to know what enrollment is like this year compared to last year.* Overall enrollment at the Centers are about even with last year. The main campus is down a little bit. On line is up quite a bit. So we're still seeing a switch from students being in class versus on line. Overall, I think we're down a little bit but not as much as we expected. Enrollment at the high schools are declining, the graduation rates, so we need to work against that.

DALE DEWEY with SCORE – Thanks to Suzy, she's getting out our SCORE card and you should have received this in your email. We have Google coming to town November 13<sup>th</sup> and they are going to be talking about getting customers on line and Google My Business, how to get your business on line and up into the google search. If you do search now, there are a lot of things that pop up to the top of the search that are ads and what it takes to get you there, what it takes to get to the side bar. There's a lot of work that can be done to improve your presence in Google search.

The other part that is part of this is On-line Webinars that are conducted by different chapters around the country. Those are very significant because you can either join them live or you can go back on the website and pick them up and do them any time, they're all recorded.

We did the Learn to Soar, it was our fourth year of doing this. Our attendance was disappointing, lower than expected. We had about 55 people and we typically run about 80-85. There's an ongoing trend with workshops. It's harder for people to get to them during the day, transportation is an issue for the entrepreneurs and small businesses and those who are starting to open a business; do you go to a seminar or stay in front of your customer's. If it's an on-line business, many folks don't feel that they need to do anything other than go on-line. So we're re-addressing how we're going to be providing workshops. Perhaps webinars are a way to go. There's a lot of technology involved in producing a webinar. So we're looking at how to do webinars, how to do workshops, when to do workshops. Do we do them in the evenings, that's one proposal. The other thing are topics, what are people looking for these days. It'll be interesting to see how this Google workshop goes, are people really interested in google and searches, etc. Social media is trending right now, is it going to stick with us. We're looking at a

whole bunch of things around workshops. Overall workshop attendance in the nation is going down and that's something we need to take a look at.

*Jack stated it's great that SCORE is evaluating what's worked in the past, what's working now and what would work tomorrow.* It's a changing culture and how do we continue to provide services? How do we reach the people that need the help? Any ideas? We like to do peer to peer evaluations.

TIM NIVER from Victor Farmington Library – Our Fall Book Sale will start Wednesday the 17<sup>th</sup> afternoon for the Friends Only. It will run through Sunday which is the \$3 bag sale. Then Monday the 22<sup>nd</sup> is the \$2 bag sale. If you're not a Friends of the Library member, it's \$10/yr. This would give you first choice on the books and Friends help the Library in different activities.

We are looking for volunteers as there is always extra work to be done in the library and especially on the once a month Friday bridge lunches. We need someone to help MaryLou, our food preparer with dishes, serving and cleaning up. The bridge lunch is a fund raiser for the library and has been going on for the last 15 years, started by Sally Dwyer and it's a monthly activity.

We have a great children's program not only for story time, arts/crafts, and different activities but also we have some great adult activities too. There are adult craft classes and activities as well as children's.

We're still looking towards expanding. We are in the process now and hopefully it will be finalized next week, to have a consultant and architectural firm help us with a space utilization study. This process will take about 10 to 12 weeks and there will be lots of opportunity for community members and volunteer input.

BOB KELLY – Village Trustee – It's fall and we're starting our leaf pickup. The Village also picks up recycling/trash weekly and lawn/leaf debris monthly, large trash pick-up semi-annually. Our crews do a great job.

We had Harvey Limbeck as a speaker last night at the Town Hall for the Victor Historic Society Advisory Committee which does a series of talks. Harvey is a Docent at Ganandagon and if you missed it, he'll be at the library soon.

GARY SABIN – Serenity House – The most recent event will be Thursday, October 18<sup>th</sup> at 5:30 which will be a Serenity pot luck dinner at Victor Park on Brace Rd. This would be an opportunity to learn more about the Serenity House and enjoy homemade food and meet some Board members; Kako Jarmusz, the House Director and a lot of volunteers to chat with.

December (don't have a date yet) will be Love Glows On which is our yearly memorial event. In all likelihood it will be at the Victor Park. It's a chance for family and friends to remember loved ones who have been at the Serenity House.

December 16<sup>th</sup> we'll have our annual cookie walk at St. Patrick's Parrish Center. It usually gets into full swing around 9:00 am and it runs until we're out of cookies which are all homemade. Volunteers and friends of Serenity House make about 3 doz or more each and we sell them by the pound. I believe it's \$8 per lb.

March 2<sup>nd</sup> we'll have an annual gala at Locust Hill CC which typically starts around 6:00pm with a silent auction then dinner and then a live auction which is followed by music and dancing. This is our biggest fund raiser of the year.

We're in the planning stages for something in April 2019 because in April 1999 we had our first resident. So we're looking at 20 years of residents at the Serenity House.

KIM DELONG – Finger Lakes Thoroughbred Adoption Program – This Sunday we're having our ride on the racetrack for the retirees where people sign up, pay \$40 and bring their horse and get to ride around the entire racetrack. They get a picture in the winner's circle and a picture going across the winner's line. This is the 3<sup>rd</sup> year that we've done it and every year there's an increase of riders. We're up to 45 riders and actually have a White Pony Club of 17 so we have 17 little girls running around with their horses!

On October 21<sup>st</sup> is *Pins for the Ponies*. We have our bowling tournament at Roseland Bowl. We have their private room which has 8 lanes and there's enough screens for the football games!

We also have *Name This Filly*. We have a 3 year old unraced, unnamed filly donated to us which is unusual. Right now we call her Princess No Name. We thought we'd have a fundraiser to name her. We're going to have 3 officials from the race track pick 3 sets of names and they will be submitted to the Jockey Club who will make the ultimate decision on the name.

BOB HAGGETT – Village Tree Board – RG&E has finished up their tree work in the Village. They used Birchcrest as their contractor and they did a really nice job. The Board had them start and then stop so they could inspect their work and their work was accepted. They worked on Maple Ave, Coville, Main St, High St, Church St and the backyards in Victor Woods. We haven't heard a lot of complaints so that's great. Birchcrest also removed some trees at 49/59 Coville St as well as 81 Maple Ave. These removals were done with the Board's and resident's approval. It worked out well as it saved the Village some money as they were looking for a contractor to take these trees down. So RG&E paid for it and on top of that, they're going to send some money to replace those trees. If you lived in those areas, you should have gotten communication in the mail and if you didn't, let me know so we can make sure these things are known in advance.

The DEC grant application; we haven't heard anything on this except that we may hear something towards the end of November. Mary Kumarchec at the DEC has retired so we'll need to find new contacts there.

We've entered an order for fall tree plantings from Schichtels which is the same nursery that we used for our spring order and for the order on School St. These trees will replace trees that have been removed or died.

AMERICAN LEGION – Bob Haggett sitting in for Holly Graff – October 27<sup>th</sup> will be Trunk n Treat, we'll be there to hand out pizza and soda. On November 11<sup>th</sup> at 11:00am at the Town Hall, we'll have a ceremony for Veteran's Day.

JACK MARREN – Bob mentioned the Tree Board and I was reviewing what the contractor for RG&E did. About one-half dozen years ago, RG&E's contractor came in and butchered trees in the Village which really led to the formation of the Tree Board because of outrage of the citizens of the Village. A good outcome of that, Mayer Holden and I met with governmental officials from RG&E and actually went through and created a Village and City plan where they come in and do it differently in these areas where there are pristine trees rather than just butcher them.

There's a little more thought put into it and it seems like there are good results here in the Village. Nice job Bob.

MIKE STOCKMAN – Victor Parks & Recreation –

- 10/20 is our Jack O Lantern trail which now takes place at our building on Lehigh Crossing. A recap from last year, we had just over 2,000 people show up and participate in 1.50 hours, 7-8:30 pm and raised \$5,000 for Leukemia Lymphoma Society. That was our most attended trail to date.
- 10/27 The VPR Tailgate Trunk or Treat but everyone calls it the Trunk or Treat. We have a great time and appreciate being part of it with our home Legion and many of the other parties that show up. That's at the Municipal Park from 11-12:30 pm. If you are interested in handing candy or some other items out to the kids, let me know. We're getting busier each year with people who hand out candy or books or other items. It's a nice way to showcase your organization, agency or business. We actually use that as a showcase for our sponsors.
- 10/27 & 28 Saturday from 2-6pm & Sunday 10-3 – Canandaigua Antique Toy Show & Sale. Next year it will be called Ontario Antique Toy Show & Sale as we've taken it over. A gentleman came and asked to rent our building months ago to run a toy show. He's been in Canandaigua for a number of years and has outgrown his location. We took it on for him and he's still helping us as he's got the contact list! There is an admission fee but don't know what it is.
- 12/1 is Christmas in the Village from 9-5. If you're interested in participating, contact me.

PATRICK MCKINNEY – Office of Chris Collins – Nothing specific to report, just want to let you know I'm here, taking notes, making sure that our office knows what's going on in Victor. If there is anything we can ever do for you, I have my cards with me so see me after the meeting.

DAVID LEE – Ontario County Tourism – Our Weddings & Events Guide is now live. We are ready for the “engagement” session so let me know if you need a copy or two.

We're in the early process of developing a wellness map. We put one out for attractions and hotels and restaurants. We've seen a demand and a trend across the country where people are developing wellness maps and activities for outside and exercises. So it will cover everything from yoga studios to spas to parks, trails, etc. We'll probably do a printed version and then some digital form as well.

October 17<sup>th</sup> Building a 5-Star Rating on Yelp at 11:30 am at the Wood Library in Canandaigua. It's run to about 1:00 and is free. To Dale's point, the Google seminar is a great thing. One of the things that I stress to our industry is to be sure that their hours of operation are correct on the google listing. I advise everyone to google their business and see where it shows up.

JAKE CHARD – Senator Rich Funke's Office – We were at Hang Around Victor Day which is always a great showing by the Town, Village and all of the businesses. Congratulations to another successful year. The Senator and I were recently at an Energy presentation at FLCC.

They had a speaker but was well above my head but assume it was very informative to everyone that was there! I had breakfast at Christy's Café today and it was awesome.

Our office is still open but due to the election coming up in November, a lot of focus has been placed on that. But if you have any questions or need anything, we're always here.

TRISHA TURNER – Assemblyman Brian Kolb's office – We had a full day at a Health Fair yesterday. It was our 29<sup>th</sup> annual health fair that is sponsored by the Republican Assembly Conference. We basically take over the entire RIT conference center. There are many vendors, health screenings, programs and it was a full day of events which was very well attended. Flu shots were also given.

I wanted to mention to Mike (Stockman) that I had the opportunity to see the Honor Flight return this past week. It's amazing and Mike has done an incredible job. It's my first time seeing that return and it's very emotional, very touching. If you haven't done it, you should try to make one of those and stay for the second part too where there is a program where they honor the Veterans. *Mike stated that this was the first one where the majority of the Veterans were Vietnam Veterans.* And the theme was the "welcome home that you deserve". *If you have a Veteran that you know and can go as their guardian on the trip, it's even more impressive when you get there to see everything that happens for the full 2 days. Mike stated it cost \$300 to sign up as a guardian. The homecoming is the culmination of the trip for these guys. It's the only Honor Flight location that stays overnight. Most of them fly back home. So they go all day long and it's a long day and they have a nice dinner and breakfast then they fly back and this is the cap on that whole day. It's amazing.* There are also a group of women who are there that make these beautiful quilts and give one to every Veteran as they come off of the plane. *Mike stated the Patriot Riders are there with the flags. Those are the guys that stand along the hallways and ride the motorcycles and escort all of the buses. When I got involved with Honor Flight, these other ancillary groups helped and we found out how to help the Patriot Riders too. They will also escort policemen who die in the line of duty, they escort the cars. They escort Veterans and also pay for burials for Veterans that don't have families and bury them in Bath, NY.* The hallway is literally filled with people so you really can't walk down through and they are cheering and have live music playing. Thank you for the work that you do Mike in making that a reality for our Veterans.

There are so many events coming up and I know there is the Victor NY Facebook page but could you send it to me digitally. I'd love to be able to shout that out for you. Our page has over 6,000 people on it in Victor. So free advertising, I like to help our community groups that are doing things. So if you have anything like that, send it to me.

*Jack thanked Trisha and for sharing her experience. For Father's Day, Jack and Linda did that to honor their fathers.*

JACK MARRIN – November 10<sup>th</sup> from 8:00-2:00 at the Bloomfield Elementary School, there is a collection day for TVs, computers, laptops, etc. You need to pre-register and can do that on their website.

The Board of Supervisors, next Wednesday, the elected officials, like myself are going to go on an Ontario County Agricultural tour and tour many of our farms. They certainly have changed in farming and the agricultural world. We're also looking at the Ag Tourism as well. We know that in the year 2025 our landfill will close and we have to find revenue streams that will support our tax rate in the county.

The County taxes, there is an increase in the coming year and we have to vote on that in 3 weeks. That's a \$.04 increase. The Town of Victor has a 4% increase which is a \$.06 increase. There will be a meeting to set the public hearing Tuesday night. If you live in the Fisher's Fire District, their public hearing will be Tuesday night, October 16 at 6:00. They are currently at \$2.73 per \$1,000 projecting to go to \$3.33. There will be a \$.60 increase.

DALE – You mentioned the agricultural tour. SCORE and the USDA have partnered and are providing a lot of assistance to agricultural farmers in helping them get established and get their businesses going, get loans. There are a lot of opportunities for farmers to get 0 interest loans or grants through the USDA. *Jack stated he visited one about a year ago in Livingston County, Noble Farms. They take yogurt and spoiled items and things like that and grind it up and turn it into electricity, power and things like that. There are just amazing operations.* One of our members is the liaison with the USDA so if any of you know any farmers that are struggling or have questions about business...many of the businesses especially in agriculture are family owned, they're not actually set up as a business. When the owners die, the kids get into arguments about who gets what, etc. We always encourage them to set them up at least as a LLC so that they can clearly define what's going to happen to the business.

JACK – Again, take Trish up on her request. If you have any information and want to get the word out, she has 6,000 followers out there and she'll get the word out.

Everyone have a good month and we'll see you next month.

**The next meeting will be on November 2<sup>nd</sup>**