

ROUNDTABLE MEETING MINUTES – NOVEMBER 2, 2018

Kathy Rayburn – Director, Economic Development and Victor Local Development Corporation

Kathy manages The Victor Business Connection's (VBC) funding and their Events Coordinator. There were several successful Victor events this month, which included 285 participants for the Friday night wine walk with 17 business participants; Trick or Treaters at the Spooktacular event on Saturday— pictures are posted on the VBC's Facebook page. They will be doing Small Business Saturday on November 24th, and will be including Village and Town businesses and retail/service businesses. Kathy visited the New York Beer Project at a Fall bash to promote businesses at High Point (see card from Kathy). She talked to the owners, and there may be a December soft opening. The building is spectacular, and they are excited about getting involved with the community. It may be Feb/March 2019 before they get going. This will be a destination within the town - they currently have a location in Lockport, and have a great reputation. Kmart still has a lease in place for their building for 2 more years. The owner of the plaza is not as aggressive in searching for new tenants until the lease expires. Kathy is trying to find something that fits the space with the same amount of rent, so that we can get a tenant in there sooner. The Uno's building will be a Chase bank.

Karen Guidarelli – Victor-Farmington Food Cupboard

Karen was unable to make the meeting, but will send out information on the upcoming events.

Karen Hanson – Director of Community Clothes Closet

They had 110 people come in this month. They are located in the Victor Church, are open on Wednesdays, and work with the Victor-Farmington Food Cupboard and Family Promise. They gave away \$11,000 in goods last year. There will be a Give Around Victor Day on 12/15 (Saturday), and will do free haircuts that day by several hairdressers who are donating their services.

Dale Dewey – SCORE

See handouts for information on events.

Don Emirbayer– FLCC Victor

They had a technology alumni reception last week. They are trying to keep relationships alive and help alumni to hire future grads. There will be an Open House tomorrow at the main campus, with all programs and departments represented; The Fall lecture series will start on 11/20, with a Renewable Energy topic presented by a speaker from O'Connell Electric. They have started non-credit community education courses in the evenings (Kathy and Suzy are taking the Photoshop courses). There is a nominal cost for these classes, which can be accessed through the Professional Development link on their homepage. They are hosting a Veterans Day on 11/12 at the campus.

Tim Niver – VF Library

The Friends of the Library book sale ended last week, and was a very successful event. The next book sale will be in April. They will be looking for new President in January – please spread the word! They are

looking for volunteers to help with monthly bridge games, which would involve serving lunch to everyone who shows up on the 2nd Friday of each month for 3-4 hours. The Trick or Treat party was rough due to weather – attendance was down but still had many kids show up in costume. They are moving forward with the space utilization study and are trying to understand what the community wants. There will be a meeting next week with the Building and Grounds committee, who have been compiling data over the past 3-4 months. They are hoping to have rendering of the new library available. There will be community meetings coming soon, and they are looking for anyone who wants to volunteer their time to help with this project. The new November adult activity calendar is out on their website, with a list of featured speakers.

Bob Kelly – Village of Victor

The Village Board is currently addressing 2 major issues – setting up a new fire commission and fire district and long-term planning for the Village. The proposed new Fire District will be composed of the Village and the eastern part of the Town of Victor. They are trying to get it right and form new entity, which is a slow process, and are working with lawyers and insurance companies. They are looking at the long-term role of the Village. Kathy is assisting them with how to make the Village viable for the future, and are looking for public input.

Renee Paulsen - Cobblestone Creek Charity Guild

Their 10th annual Victor-Farmington Food Cupboard event will be on November 29th from 5:30 PM to 9:00 PM at the Cobblestone Creek Country Club. Admission is \$5 in advance. They are hoping to raise \$10,000 for the Food Cupboard. Jan/Feb/March is when the Food Cupboard needs the money. There will be over 30 vendors present. The Guild funded the Victor-Farmington children's play project last year with the library and helped Young Entrepreneur's academy, with total contributions of over \$25,000 last year.

Chauncy Young – Victor Hiking Trails

Please see handouts for upcoming event information.

Gary Sabin – Serenity House

There will be a Memorial Event at Papparone Park on 12/6 called "The Love Glows On" - a \$25 donation is requested, and you will receive a tree ornament. A clergy member will speak at the event.

The annual cookie walk will be on 12/16 at St. Pat's, beginning at 8:00 AM until the cookies are gone. They need bakers to provide 3 dozen cookies. Cookies are due prior to that Saturday to Serenity House. The cost is \$8.00/lb. for homemade cookies. They made \$3500.00 n this event in 2017. The "Puttin on the Ritz" event for Serenity House will be on 3/2/19 at the Locust Hill Country Club, and will celebrate 20 years of Serenity House doing great things for residents and their families. This will be a dinner/open bar/live auction. Tickets are \$125 at the door and a discounted price of \$115 if purchased early. . This gala is a major fundraiser and nets over \$60,000 each year.

Bob Haggett – Victor Village Tree Board

They planted 11 trees yesterday, consisting of 9 different species, throughout the Village and Victor Municipal Park (VMP) to replace trees that have died. They had signs placed on these trees in brail at VMP, and will put more signs up in the Spring.

Melissa Knoblauch – FLVC – Finger Lakes Visitors Connection

They are announcing a new partnership program for people in their industry who qualify to be in brochures and literature. This initiative will help to increase their marketing efforts and will help them to fulfill needs in a marketing plan that they cannot achieve on their own – it is a team approach, and will launch within the next few months to take advantage of their specialties. There are research projects and data requests in their office – please send David an email if you have questions. They are currently doing a meeting and event planner survey for destination services (ex. annual meetings, etc.) and are trying to keep \$ in Ontario County for events. They are studying conference and meeting/conference facilities and feasibilities to develop those products in the County. The NY Wine and Grape Foundation has a statewide wine region tourism grant project –the FLVC is helping them with data for the Finger Lakes Region. This helps whole wine region and county. They are conducting cultural heritage and landmark studies, and are trying to get more visitor information to help to improve their efforts. They are doing a meeting inventory update (ex. impact of the Inn on the Lake Closure for the next 2 years), and are trying to keep this business in Ontario County, which in turn helps these businesses to stay viable. They will have a running list of properties to share with everyone based on their interests. Their goal is to increase knowledge and awareness of what is happening in the county.

Mike Stockman - Victor Parks and Rec

Please see handouts for upcoming event information.

There were 1300 people on 10/20 who participated in the Jack O’Lantern Trail, with \$3000 raised for the Leukemia &Lymphoma Society. Spooktacular and the Trunk or Treat had bad weather, but 20 organizations and event sponsors showed up to give out candy to the kids. Mike appreciated everyone who was hardy enough to hang out in the rain. They estimated 100 kids came out for the event. Christmas in the Village will be on Saturday, 12/1, and this event gets the most people out to the businesses. There will be music up and down Main Street, the Lions Club breakfast with Santa at the Victor Fire Dept., and the AmVets clothing drive, so please save your clothing (new or used) to help them out. In 2018 this event raised \$10,000 for AmVets.

Galen Powers – Victor-Farmington Rotary

The new inbound student from Argentina is settling in to Victor. The outbound student, Grace Morgan, is in Latvia, and is getting immersed into their culture. She has sent pictures to the Rotary Club. On the 1st Sunday in December they will host 30-40 inbound/outbound exchange students at Ravenwood. The Giving Tree will be at Tops in Farmington, and they have averaged 1100 presents/year. They did have a project in Rochester with a city school – a teacher had a senior class who wanted to get involved with trick or treat bags to take to a park on Joseph Avenue in the city to hand out to 50 children. It was a great experience for 10 high school seniors who got to learn about service and helping others.

Holly Graff – American Legion

They gave out pizza and soda at the Trunk or Treat event, and donated \$1000 to the Victor-Farmington Food Cupboard for Thanksgiving Baskets. On 11/11 at 11:00 AM, at Town Hall, there will be a Veterans Memorial Veterans Day Celebration. There are lots of veterans discounts and offers in the area on Veterans Day, and there is a list of these on americanlegion@victoryny.

Dale Dewey – SCORE

SCORE has 2 large upcoming events. On 11/13 at CityGate in Rochester, Five Star Bank will present a workshop on “Finding your Business on Google” and “How to use Google Search and Map”, which will show how to get your business at the top of the list. On 11/14 SBDC and SBA are sponsoring a small business lender match at the Canandaigua Library, which helps out small businesses who are looking for loans and with education on how to apply for them. Every organization has difficulty finding volunteers – they are talking a look at a new initiative which allows the categorization of volunteers. The “top tier” is a full mentor volunteer with a lot of training who meets with small business owners and helps them through this process; the next tier is the “Subject Matter Expert”, who is someone on-call, as needed, with not as much commitment; “Workshop Presenters” are one-time presenters; “Volunteers” are secretary and treasurer positions, which help run the organization but they don’t meet with clients.

Chauncy Young – Victor Hiking Trails

The Auburn Trail mural dedication (north of Main Street Fishers) was last Sunday, with over 50 people who showed up on rainy day. Emily Waldman is the artist. The hike schedule is attached. There are several projects going on with the Boy Scouts, with a big ramp construction for the Auburn Trail footpath, which will help to get people off of the road.

Jack Marren – Victor Town Supervisor

Ontario County has a new initiative through Goodwill of the Finger Lakes, which is the 211 Lifeline program. Please see the attachments for more information on this program.

The 2019 Town tax rate is an increase of \$0.065, which is an additional \$12.96 on a \$200,000 home. The Town is continuing to invest in road infrastructure, and is adding another \$1 million into road surfacing projects in 2019, which includes the engineering and finishing of Cork Road. The County has reported that there were 1279 phone calls received for deer accidents in 2017, so please be careful driving.

At the Board of Supervisors meeting the Geneva School Superintendent reported on initiatives to increase attendance and graduation rates. Through their programs they increased to a 95% attendance rate in all buildings, and a graduation rate of 90% in all groups. Geneva had an influx of students from Puerto Rico after the flooding in Puerto Rico 10/22/18.

Ontario County was the 1st county government to win ETHIE award for ethics.

The next meeting will be on December 7th