

DRAFT

The regular and the annual joint meeting of the Victor Local Development Corporation (LDC) were held on Monday, August 17, 2009 at the Village Hall, 60 East Main Street.

MEMBERS PRESENT:	President	John Holden
	Secretary/Treasurer	Steve Van Dyke
	Director	Thomas Walker
	Director	Jack Marren
	Attorney	Reid Holter
	Executive Director	Kathy Rayburn
	Minutes Clerk	Suzanne Paquin

MEMBER ABSENT: Bryan Powers

OTHERS PRESENT: Jennifer Brown; Town Board: John Accorso, John Palomaki, Jeff Cody, Pete Hessney; Village Board: Tim Acquilano, Tim Maher, Gary Hadden, Larry Rhodes; Pam Hogenes, Village Clerk

Meeting was called to order by President John Holden at 5:15pm.

Salute to the flag.

Discussion: Sycamore Hill Designs

Mr. Holden stated that a loan package had been put together for Sycamore Hill Designs in the amount of \$25,000. This loan would be paid out of the Nozzolio Grant Fund. Mr. Holden noted that as part of the loan, a CNC Machine was to be used for collateral. In addition to the loan from the LDC, Sycamore Hill Designs is receiving a loan from Five Star Bank. Five Star Bank is listed as first position lien for the CNC Machine and the Victor LDC as second position lien. It was the understanding of the LDC that the LDC's lien would have first position on the machine. A lien in second position would essentially have no value. The LDC could still approve the loan without any collateral. Frank Vallone, owner of Sycamore Hill Designs, has offered his personal guarantee and second position on company assets to the LDC. Mr. Vallone had sent his financial statements to the LDC Board.

Mr. Holden and Ms. Rayburn toured the business operation. The business is thriving. Sycamore Hill Designs make gun stocks for new rifles and shotguns and they also do restoration work. Mr. Holden personally feels this would be a good loan. The company has been in business for 3-4 years.

Ms. Rayburn stated that this is an excellent business for the Village and feels the same as Mr. Holden.

Mr. Holter prepared the loan documents towards the end of June and Ms. Rayburn sent them to Mr. Vallone on June 25th. These documents included the lien on the CNC Machine. There were minor changes requested by Mr. Vallone. On July 2nd Mr. Vallone sent a note directly to Mr. Holter stating that Five Star Bank would have first position lien on the CNC Machine and all equipment. Mr. Holter responded that it was the understanding of the LDC that they would have first position on the CNC machine and that the bank would be in first position on all of the other assets of the corporation. This was before Mr. Vallone closed on the loan with Five Star Bank. Mr. Holter noted that with Mr. Vallone's personal guarantee, if the business should default on the loan, the LDC could sue him personally.

Mr. Marren noted that he sits on the Ontario County Planning & Research Committee with Mike Manikowski, Ontario County Industrial Development Agency (IDA). They also provide loans to businesses and sometimes the same situations arise where they are second lien with a bank as first lien. It is a gamble, but not an uncommon practice even at the County level.

The Board decided to wait to make a decision until the September 22nd meeting when all members would be present.

Mr. Marren stated that he would check with Ontario County to see if there are other options other than a personal guarantee available.

Recess

On a motion made by Steve Van Dyke, seconded by Jack Marren, the following resolution was ADOPTED 3 AYES 0 NAYS

Resolved, that the Victor Local Development Corp will reconvene at 6:00pm.

Recess at 5:35pm

Reconvened at 6:00pm

The annual joint meeting of the Victor Local Development Corporation (LDC) started at 6:00pm.

Resolution #28-09LDC

Acceptance of Minutes

On a motion made by Jack Marren, seconded by Steve Van Dyke, the following resolution was ADOPTED 3 AYES 0 NAYS

Resolved, that the Local Development Corp (LDC) accepts the minutes from the meeting dated July 21, 2009.

Financial Report

Payment of Bills

Steve Van Dyke read each of the invoices to be paid from Abstract #8. The unpaid invoices on vouchers #91-100 totaled \$5,465.03.

Ms. Rayburn noted that the invoice to the United States Treasury Department was for the filing fee towards obtaining the 501 C (3) status. This was not a budgeted item, but money is being pulled from other unused line items.

Resolution #29-09LDC

Payment of Bills

On a motion made by Jack Marren, seconded by Steve Van Dyke, the following resolution was ADOPTED 3 AYES 0 NAYS

Resolved, that the Local Development Corporation has reviewed and approved invoices for payment that appear on Abstract #8, using vouchers #91-92, & 95-100 in the amount of \$1,965.03.

Resolution #30-09LDC

Payment of Invoice – Nozzolio Grant Fund

On a motion made by Steve Van Dyke, seconded by Jack Marren, the following resolution was ADOPTED 3 AYES 0 NAYS

Resolved, that the Local Development Corporation approves the invoices to Stu Brown Associates Inc, for administrative work on the NYMS Grant, that appears on Abstract #8, using voucher #93 & 94, in the amount of \$3,500.00 to be paid out of the Nozzolio Grant Fund.

Thomas Walker entered the meeting at 6:05pm

Mr. Holden stated that the LDC was formed in 1999. The first Board of Directors consisted of then Village Mayor Thomas Walker, Karl Kittelberger, David Riedman, Steve Van Dyke, R. Clinton Emery and the Executive Director was Leslie Bamann. The LDC was formed upon recommendation of Saratoga Associates. Saratoga Associates was commissioned by the Village for revitalization work. The LDC allowed municipalities to promote local economies and support/recruit/retain businesses. With the exception of 1-2 years, the Town Supervisor and the Village Mayor have always served on the LDC Board along with local business people.

Mr. Holden introduced the current LDC Board. Bryan Powers, absent, is a Town resident and an engineer; Steve Van Dyke is a Village resident and a local business owner;

Thomas Walker is a Village resident and former Mayor/Deputy Mayor/Trustee; Jack Marren is a Village resident and Town Supervisor; and John Holden Village Mayor. Attorney is Reid Holter; Administrative Assistant, Suzy Paquin; and Executive Director, Kathy Rayburn.

Executive Director Report

Ms. Rayburn noted that she has been Executive Director for three years. Ms. Rayburn put together a packet of information, which was given to the Town, Village & LDC Boards, highlighting items that the LDC has done in the past and is currently working on now.

LDC Accomplishments

Farmers' Market – The Market was started in 2002 with a very small venue of ten vendors. The Market has grown to 24-26 vendors. The Market was moved this year to the Village Hall parking lot. Tracy Morgan, Farmers' Market Manager, has been able to acquire significant sponsorships to cover costs for the Healthy Kids Program and the Senior Program. The 2009 Market Management has coordinated with Cornell Cooperative Extension to conduct on-site farm inspections. This will help us ensure that the vendors are conforming to the rule that 75% of product sold at the Market is produced on their farm.

Business Awards Program – This Program was started in 2005, by then Executive Director Gina Mangiamele, as a way to acknowledge the accomplishments of our local businesses and is a good retention tool. The LDC has been able to reduce expenses of this Program through sponsorships and business advertising in the event program. The cost started at approximately \$4,700 and is now down to approximately \$111. Ms. Rayburn would like to see this event start to generate some revenue.

Façade Improvement Program – This Program was started in 2006 and is a matching grant program with funding provided by the LDC and the Urban Renewal Agency (URA). The maximum grant amount that can be awarded is \$1,500 towards façade projects – door/window replacements, signage, etc. The 2009 Program was suspended in lieu of the New York Main Street (NYMS) Grant Program. Ms. Rayburn is working on implementing the Program again in 2010.

LDC Revolving Loan Fund – The LDC began providing loans to Victor Village businesses using grant funds that were awarded by Senator Nozzolio's office in the fall of 2002. To date \$88,225 in funds has been loaned.

New York Main Street (NYMS) Grant Program – The grant was awarded to the LDC in fall of 2008 in the amount of \$200,000. Ms. Rayburn noted that two of the projects have been completed - the work is done, paperwork has been completed and submitted to the State, waiting for reimbursement. The LDC contracted with Stuart

Brown Associates to help administer the Grant paperwork. Ms. Rayburn stated that \$162,250 in grant funding has been committed on the approved projects. There is \$25,000 set aside for streetscape enhancements.

Victor Job Fair – Tim Brown came up with the idea of doing a job fair in 2008. It was very successful and another Job Fair was held this spring. Both of these events were held at Eastview Mall free of charge. The cost to put on the event (food/refreshments, signage, & advertising) was \$500. The first year we had almost 200 applicants and this year over 300 turned out. The LDC coordinated this event with Ontario County Workforce Development.

Town Strategic Plan – The LDC plays a lead role on two of the task forces that evolved as a result of the Town’s strategic planning process: Village Revitalization and Economic Development.

Village Revitalization: The LDC assisted in the coordination of the 2008 Railroad Festival and the 2nd Annual Rail Fest in 2009. We are now working on the collaboration of artistic benches for the Village.

Economic Development: Funding from this taskforce assisted LDC in developing the current business recruitment piece (Welcome to Victor Folder) and the retail marketing piece (Business Brochure). The new artistic Town banners were paid for out of this task force funding as well. In 2009 \$10,000 was budget for the Victor Chamber of Commerce to coordinate tourism initiatives. The LDC works closely with the Chamber to monitor those activities and expenditures.

Victor Wine and Food Fest – The event will be held on November 13, 2009 at Ravenwood Golf Club. This was started in November of 2007 as an LDC fundraiser. This event has brought in approximately \$5,500 each year and the goal for 2009 is \$8,000.

Beautification –

- **Banners** – The LDC introduced the banner program with the red snowflake banners followed by the blue sunshine banners. In 2009 the LDC coordinated with the Victor Central School (VCS) art department to create the new banners that reflect student artwork. The LDC coordinates with the Town Highway Department and Village DPW on placement, quantities and replacement of damaged banners. We also renewed the contract between the Town and RG&E for the use of the utility poles along Route 96.
- **Flowers** – The LDC coordinates with various garden clubs to get plantings done throughout the Village. We also work closely with Village DPW for selection and placement of the containers. In 2009 the LDC worked with the Urban Renewal

Agency (URA) to solicit businesses to purchase a potted plant to adorn Main Street. The URA was responsible for purchasing 32 potted plants that were placed throughout the Village.

- **Fall Scarecrows** – The LDC contacted VCS in 2008 for individuals/classes that would be interested in making and putting up scarecrows along Main Street. 2009 saw a greater response and more interest from individual businesses.

Ms. Rayburn asked if anyone had any questions or comments.

Mr. Hadden asked if the \$10,000 that was budgeted for the Victor Chamber of Commerce (VCC), from the Village & the Town, to coordinate tourism was administered through the LDC. Ms. Rayburn stated that any invoices for tourism are submitted to the LDC first for approval and then presented to either the Village or the Town Boards for payment.

Mr. Hessney asked about the 2010 resources that are needed. Is Tim Brown officially out on long term disability? Ms. Rayburn stated that Mr. Brown is on disability through Ontario County, not the LDC. Ms. Rayburn and Mr. Holden had met with John Garvey, Ontario County Human Resources, in January/February and discussed options regarding Tim Brown's situation. Mr. Brown's salary had been extended until May 6, 2009.

For 2010 Mr. Hessney would like to see the LDC discuss the Business Outreach Specialist role & job description and then fill the position. Mr. Hessney would like to see more money invested in economic development. He would like the LDC to work more with Eastview Mall.

Mr. Holden stated he and Ms. Rayburn personally met with Mr. Brown to hand deliver a letter regarding the discontinuance of his salary. Mr. Holden foresees the LDC filling the position of Business Outreach Specialist. There are 110 plus businesses on Main Street alone. The need for a contact person for the businesses is great. The job is more than one person can do.

Mr. Holden noted that the LDC meets the 4th Tuesday of every month at 8:15am and welcomes any recommendations from either the Town or the Village Boards as to the direction that the LDC should take.

Mr. Holden and Ms. Rayburn noted that the LDC utilizes Ontario County resources and have met with Mike Manikowski, Industrial Development Agency, and Jim Armstrong, Business Retention Expansion Specialist, on various business recruitment/retention efforts.

Mr. Hadden asked about the traffic issue at the intersection of Adams Street and the Maple Avenue entrance to the Village Hall parking lot due to the moving of the Farmers'

Market. How is this being addressed? Ms. Rayburn noted that she will contact the Sheriff's Department to request their assistance. The hours between 4-6pm seem to be the most congested. Mr. Accorso suggested asking the Sheriff's Department for temporary/portable stop signs for that intersection for the two hour time frame.

Ms. Rayburn reviewed the 2010 Goals for the LDC:

Market/Promote LDC

- LDC Brochure – Black & White, something simple
 - Description of who/what the LDC is
 - Programs
 - Incentives

Ms. Rayburn noted that she would like to distribute the brochures at the Clerk's office in Ontario & Monroe Counties, at the Small Business Development Center (SBDC), and like agencies.

Recruitment/Retention

- Develop a recruitment program to go after the businesses we want
- Improve incentives through grant funding

Mr. Hessney noted that most Counties set aside money that could be used at the Town level. Mr. Accorso stated that our community has an advantage over others in that we are strong, healthy & wealthy. Market our per capita income and the education level of an average person in the Town.

- Re-group on Façade Improvement Program
- Continue business visits to existing businesses
- Work with Chamber of Commerce on recruitment process

Fundraising

- Look at additional fundraising options
- Work with a fundraising expert

Professional Development

- Take courses from International Economic Development Council (IEDC) to become certified (*Recommended by Mike Manikowski's office*)
- Enhancement of planning/development skills, and incentives

Arts

- Continue working with Arts Council Group on strategy
- Move forward with bench program
- Art Walks
- Partner again with the school arts program

Mr. Holden stated that 3-4 years ago the LDC got together with the area realtors and made a presentation on Village revitalization and noted sites available in the Town and the Village. Unfortunately, the realtors were not willing to share with the LDC who their clients were or what sites their clients were interested in. Ms. Rayburn noted that most realtors see the name 'Local Development Corp' and think the LDC is competition and out for commission.

Mr. Accorso suggested that the LDC promote an annual event identifying available sites in the Town & the Village, pitch the Town at the same time and advertise it in a major paper.

Mr. Holden asked for any additional comments.

Mr. Hadden commended Ms. Rayburn the LDC Board on all their work. Is there anything he, as an individual Trustee, or any member of the Boards can do to help? Ms. Rayburn stated that the best thing that both Boards could do would be to provide feedback.

Adjournment

Meeting was adjourned on motion at 6:50am.

Suzanne Paquin, Minutes Clerk