

A regular meeting of the Victor Local Development Corporation (LDC) was held on Tuesday, February 23, 2010 at the Village Hall, 60 East Main Street.

MEMBERS PRESENT:

President	John Holden
Vice President	Bryan Powers
Secretary/Treasurer	Steve Van Dyke
Attorney	Reid Holter
Executive Director	Kathy Rayburn
Minutes Clerk	Suzanne Paquin

MEMBERS ABSENT: Thomas Walker and Jack Marren

OTHERS PRESENT: Jack Dianetti, representing the Town Board, Sue Stehling and Mitch Donovan

Meeting was called to order by President John Holden at 8:20am.

Salute to the flag.

Resolution #11-10LDC

Acceptance of Minutes

On a motion made by Bryan Powers, 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 January 26, 2010.

Resolution #12-10LDC

Acceptance of Minutes

On a motion made by Bryan Powers, 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 special meeting dated February 4, 2010.

Financial Report

Budget Approval

Mr. Holden noted that the tentative 2010 LDC Budget was presented at last month's meeting on January 26, 2010.

Ms. Rayburn noted that she had adjusted the budget per comments/discussion from the Board. Mr. Powers stated that all comments from the last meeting have been addressed and the bottom line was reduced.

Mr. Holden wished to note that two events, the Victor Business Awards and the Victor Wine & Food Fest, continue to grow and achieve an increase in revenue due to Ms. Rayburn's efforts.

Resolution #13-10LDC
2010 LDC Budget Adoption

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

Resolved, that the Local Development Corp adopts the proposed budget for the year 2010 as presented.

Payment of Bills

Steve Van Dyke read each of the invoices to be paid from Abstract #2. The unpaid invoices on vouchers #17-26 totaled \$11,383.87.

Resolution #14-10LDC

Payment of Bills

On a motion made by Bryan Powers, 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 #2, using vouchers #18-20 & 24-26 in the amount of \$850.75.

Resolution #15-10LDC

Payment of Invoices – Nozzolio Grant Fund

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

Resolved, that the Local Development Corporation approves the following invoices: Dom Cal Corp, Taste of Italy, Revolving Loan, using voucher #21, in the amount of \$9,485.00; Reid Holter, Attorney, closing costs for Revolving Loan, using voucher #22, in the amount of \$265.00; Stu Brown Associates Inc, for administrative work on the NYMS Grant, using voucher #23, in the amount of \$700.00; that appear on Abstract #2, for a total amount of \$10,450.00 to be paid out of the Nozzolio Grant Fund.

Resolution #16-10LDC

Payment of New York State (NYS) Income Tax – Trust & Agency Fund

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

Resolved, that the Local Development Corporation approves payment of the NYS Income Tax withheld that appears on Abstract #2, using voucher #17, for a total amount of \$83.12 to be paid out of the Trust & Agency Fund.

Mr. Holden stated that during the discussion of the revolving loan, attorney's fees were addressed. It was decided that an amount of \$500 would be appropriate. Mr. Holden suggested that this fee be paid out of the contingency account. The contingency account has a balance of \$2,000.

Resolution #17-10LDC

Attorney Fee – Revolving Loan, Taste of Italy

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

Resolved, that the Local Development Corp authorizes the amount of \$500 to be taken out of the contingency account to pay Attorney's fees in conjunction with the revolving loan to Taste of Italy.

Privilege of the Floor

Sue Stehling, Friends of the Railroad (FORR) - passed out their 2009 Excursion Activity Report to the Board. She stated that she will be at the next LDC meeting if the Board has any comments or questions regarding the report.

Ms. Stehling noted that at the Christmas excursion, they distributed a survey. The results of the survey are in the report. Ms. Stehling read one comment from the survey: *"we drove over two hours last year to do the polar express in Utica NY; this was just as good and in our own back yard. Top notch, thanks so much, be back next year."* It was rated a 10, with ten being the highest.

Ms. Stehling stated that on the Halloween excursion they passed out approximately 250 activity bags. Ms. Stehling noted that she visits the Merchants in town before each excursion to let them know the dates/times and if they have any flyers or coupons for the riders.

Ms. Stehling noted that the FORR officially became the stewards of the historic trolley building and will concentrate on getting that moved and restored. The FORR are currently working on excursions for 2010 and she is aware of at least 15 bus excursions that will be coming to Victor.

Mitch Donovan, Victor Chamber of Commerce (VCC) – Mr. Donovan stated that he wished to comment on a Comment Card that Supervisor Marren shared with him.

Mr. Donovan stated that the comment card contained some misinformation that he wished to clarify for the record.

Mr. Donovan read from the Comment Card:

"I read with interest the LDC meeting minutes of August 17, 2009 online. What caught my attention was the \$10,000 that was given to the Victor Chamber of Commerce to promote tourism in Victor. I understand - - thru the grapevine - that \$5,000 (of the \$10,000) was given to the Finger Lakes Visitors Connection in Canandaigua to promote tourism in Victor. Why was the Chamber designated as the Town of Victor's Tourism Agency and then the Chamber turns around and gives the \$5,000 to another agency to promote tourism in Victor?"

Chambers of Commerce are supposed to promote the Town and its businesses and places of interest, it is part of their job description. It doesn't need any designation from the Town Board. It was evident that after the designation a request for money would be the next step.

Tax dollars should not be given to for-profit agencies."

Mr. Donovan stated that the Chamber did not give \$5,000 to the Finger Lakes Visitors Connection. Mr. Donovan noted that Finger Lakes Visitors Connection & the Victor Chamber of Commerce are not-for-profit agencies.

Ms. Rayburn & Mr. Donovan stated that the \$10,000 came from the Town's Strategic Plan, Task Force 5, Economic Development, and was monitored closely by the LDC. The money was directed towards enhancing the Chamber's website, producing the Victor Maps, and the hospitality tents. All activities that the Chamber supervised in an effort to improve business in Victor.

Mr. Donovan noted that the comment card was not signed or dated. He received the card at the beginning of February. Mr. Donovan is going to suggest that the Supervisor's office date stamp the cards when received.

The Board discussed the best way to respond to the comment card. Mr. Donovan will put something in the Victor Chamber Newsletter and will make a note at the next VCC Board meeting on March 4th. The LDC Board suggested he put his response in writing and submit it so that it would be included in the minutes of this meeting.

Mr. Donovan's response to the comment card:

"The person (that was not identified on the comment card) noticed in the minutes of the LDC Board meeting on August 17th that \$10,000 had been directed to the Victor Chamber of Commerce through the Local Development Corporation (LDC). This is accurate.

They heard "through the grapevine" that the Victor Chamber of Commerce gave \$5,000 to the Finger Lakes Visitors Connection in Canandaigua. This is not accurate. The dollars directed to the Victor Chamber were used by the Chamber to promote Victor and monitored by the LDC. All funds were accounted for and no funds were given to Finger Lakes Visitors Connection.

At the end of the comment card it read: "Tax dollars should not be given to for-profit agencies." The Victor Chamber of Commerce and the Finger Lakes Visitors Connection are both non-profit agencies.

Thank you for allowing me to clarify this on the record."

Executive Director Report

Activity Report

Kathy Rayburn went over the highlights of her activity report. This report was sent to the Board prior to the meeting.

New York Main Street (NYMS) Grant, 2010 Application – LDC is working with Stu Brown Associates to formalize an application for the 2010 NYMS grant. An informational meeting was held at the Town Hall on 2/4. Letters to property owners were mailed out along with a letter of intent to fill out that would be included with the application showing the level of interest. Funding amounts for this round have increased from \$200,000 to \$500,000; however it is advised to only apply for what you need as this will be a very competitive round. The application deadline is April. The Streetscape portion of the grant has also increased.

Mr. Holden asked if items such as flowers could be included in the Streetscape portion or was it only permanent items such as light poles and benches. Ms. Rayburn replied that it was only permanent items. Mr. Holden noted that John Turner, Director of Public Works, is looking into a grant to change the street lighting to LED, which would be more cost efficient.

NYMS Grant, Awarded 2008 – There is approximately \$38,000 left in the fund in addition to the \$25,000 for streetscape. John Turner submitted quotes for continuing the paver project on Main Street, a water fountain, and new trash receptacles for the streetscape portion. LDC is working with the owner of 2 East Main (Cobblestone) for improvements to the building which would use up the remaining funds.

Business Awards Luncheon, Thursday May 6th – Met with the nominating committee on 2/10 to begin the process of selecting award recipients for 2010. The committee consists of Jack Marren, John Holden, Terry Kelle (Five Star Bank), Barbara Cole (Five Star Bank), Mike Kaufmann (Eastview Mall), Jim Armstrong (Ontario County

IDA) and Mitch Donovan. Invitations will be mailed to 300 Victor businesses, please encourage people to come to support these business owners.

Victor Retail Brochure – The original supply of 6,000 copies of the retail brochure, which was printed in December of 2008, is just about depleted. These have been distributed to retail locations, brochure exchanges, tourism events and most recently used at the Victor Kiosk. The LDC is currently mailing a renewal notice to past participants, inviting new businesses to get listed and encouraging existing businesses that didn't participate in the first round to do so.

Farmers' Market – The LDC is coordinating vendors for the 2010 market which will begin on May 19th. Letters and applications have been mailed to past vendors and those that have called for information. The application is also available on the LDC website. There will be more vendors this year as the new location has additional space. An informational meeting will be held on Wednesday, April 7th, 6:30pm at the Village Hall. Tracy Morgan will continue her role as Market Manager.

Business Owners Meeting – The LDC will be hosting a business owners meeting on March 24th, still working on a location. The goal is to review annual events and how they can participate, discuss new promotion ideas, co-op advertising opportunities and introduce them to SBDC, SCORE, etc.

Professional Development – 2010 is the year to concentrate on professional development. Ms. Rayburn is looking to learn new skills to enhance this job. She will be attending seminars, conferences and taking some courses.

Recruitment Activities – Two new professional service businesses have been added to the list of Village businesses, they will be located at 10 East Main Street, The Place in Victor Village. Both owners first went to the LDC website and viewed available space, then contacted LDC where we set up property tours.

- Premier Practice Solutions – a Medical billing office with 5 employees.
- Brownstone Physical Therapy – two employees, other offices in Macedon and Newark.
- Working with property owners in the Village to solidify a lease with a prominent Candy/Chocolate store.

Retention Activities –

- Worked with a local business owner in need of funding for expansion, connected him with SBDC and the LDC revolving loan fund committee. The loan has been approved.

- Working with an existing business with expansion interests, introduced him to Ontario County IDA representative Jim Armstrong, discussed financing options.

End Activity Report

Ms. Rayburn stated that the unreserved fund balance has approximately \$83,216. This amount has not been allocated to any expense. Ms. Rayburn read an excerpt from an email from Diane White, Treasurer, dated January 28, 2010:

"...As you may recall back in 2007, we met with Mike Dollard regarding the Nozzolio Grant and the Unreserved Fund balance. LDC's 2003 and 2004 payroll expense of \$57,225 was taken out of the Nozzolio account instead of the operating fund by Mike Dollard. Technically, \$57,225 should be transferred out of the Unreserved Fund balance of \$83,216 from the "A" fund and transferred to "HN" Nozzolio Grant Unreserved Fund balance leaving a truer balance of \$25,991."

Ms. Rayburn asked for a resolution to reflect this change. Mr. Holden agreed.

Mr. Dianetti asked why the funds were transferred from the Nozzolio Fund. Mr. Holter stated that the money transferred initially was intended to constitute part of the Town's commitment to the LDC. Therefore, it should have come from Town funds, but for some reason was transferred out of the Nozzolio account instead. In an attempt to rectify the problem, the Town did make a transfer from their funds, but the money was transferred into the Unreserved Fund (instead of reimbursing the Nozzolio account). This final transfer will resolve the issue by reimbursing the money which was improperly taken out of the Nozzolio fund initially.

Resolution #18-10LDC Transfer of Funds

On motion of Steve Van Dyke, seconded by Bryan Powers, the following resolution was ADOPTED 3 AYES 0 NAYS

Resolved, that the Local Development Corp authorizes the transfer of \$57,225 from the Unreserved Fund balance to the Nozzolio Grant Fund, Account #HN415.

Ms. Rayburn stated that Task Force #8, Village Revitalization, made a request to the Town Board requesting \$10,000 for an artistic bench project. The Town passed their budget with a line item included for that project. The budget amount is for \$5,000 and is contingent upon a match by the Village for \$5,000.

Ms. Rayburn stated that she met with Mr. Holden and Mr. Marren regarding this request. The Urban Renewal Agency (URA) is funded solely by the Village. The LDC is

funded by the Village and the Town. What is being proposed is that \$2,500 would be contributed by the URA and \$2,500 would come from the LDC. Ms. Rayburn asked the LDC Board if they would agree to this contribution.

Mr. Holden noted that the Village & Town contribute matching amounts of \$42,230 to the LDC. The Village also contributes an additional \$10,000 towards village revitalization that is above and beyond the Town's contribution. Mr. Holden stated that the \$2,500 would come out of the \$10,000 and not the joint matching contribution.

Ms. Rayburn suggested that the \$2,500 come out of the unreserved fund balance since the \$10,000 contribution from the Village has already been allocated and adopted in the 2010 budget. Ms. Rayburn will supply the Village Board with a breakdown of how the \$10,000 will be spent in 2010.

Mr. Holden suggested that Ms. Rayburn write up a resolution and present it at the next LDC meeting on March 23, 2010.

President Report

Mr. Holden stated that he received a call from Dixon Schwabl's office regarding the Benches on Parade Program. They have two benches that they would like to place in Victor.

Ms. Rayburn noted that originally the benches are funded for the artist to paint them. They will then be placed temporarily, for the summer, and removed in August. They would then be auctioned off. Hopefully they would be purchased and returned to Victor. Ms. Rayburn believes that the companies that fund the benches have the opportunity to purchase the benches outright instead of them going to auction. The funds raised from the auction cover the cost of the bench, with a portion to the artists who decorated them and the balance to local charities.

Mr. Dianetti complimented Sue Stehling and the FORR on their efforts; he has only heard good things about the train excursions.

Adjournment

Meeting was adjourned on motion at 9:15am.

Suzanne Paquin, Minutes Clerk