

A regular meeting of the Victor Local Development Corporation (LDC) was held on Tuesday, April 27, 2010 at the Village Hall, 60 East Main Street.

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

OTHERS PRESENT: None

Meeting was called to order by President John Holden at 8:19am.

Salute to the flag.

Resolution #22-10LDC

Acceptance of Minutes

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

Resolved, that the Local Development Corp (LDC) accepts the minutes from the meeting dated March 23, 2010.

Financial Report

Payment of Bills

Steve Van Dyke read each of the invoices to be paid from Abstract #4. The unpaid invoices on vouchers #41-56 totaled \$5,581.71.

Mr. Van Dyke noted that there is an additional invoice for the abstract. The invoice is from Elegance-Weddings & Events, in the amount of \$2,700.00, for Tracy Morgan towards Farmers' Market Management.

Discussion on encumbrances followed.

Resolution #23-10LDC

Payment of Bills

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

Resolved, that the Local Development Corporation has reviewed and approved invoices for payment that appear on Abstract #4, using vouchers #41-54 & 56-57 in the amount of \$7,281.71.

Resolution #24-10LDC

Payment of Invoice – Nozzolio Grant Fund

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

Resolved, that the Local Development Corporation approves the invoice to Stu Brown Associates Inc, for administrative work on the NYMS Grant, that appears on Abstract #4, using voucher #55, for a total amount of \$1,000.00 to be paid out of the Nozzolio Grant Fund.

Façade Improvement Program (FIP)

Ms. Rayburn stated that in the past the LDC has contributed to the Façade Improvement Program in conjunction with the Urban Renewal Agency (URA). The program was started in 2006. The program was not offered in 2009 due to the fact that the LDC had received the New York Main Street (NYMS) Grant. Ms. Rayburn has been working with Tim Acquilano, Village Trustee, to review the guidelines for the program. The URA has committed \$10,000 towards this program. Ms. Rayburn asked the Board if they would commit \$10,000, to be used from the Nozzolio Grant Fund, for this program.

Mr. Holden read the resolution.

Resolution #25-10LDC

Allocate Funds - Façade Improvement Program

On a motion made by Steve Van Dyke, seconded by Jack Marren, the following resolution was ADOPTED 5 AYES 0 NAYS

Discussion: Mr. Holden stated that the program for 2010 has been expanded to include residential. Ms. Rayburn stated that the program will not exclude commercial properties, but will include residential properties that need assistance. The program is a matching grant program and will have a maximum of \$2,500 available for residential and a maximum of \$1,500 for commercial. Ms. Rayburn noted that several businesses have asked if the program would be returning. Ms. Rayburn will email the Board the FIP informational packet. There is a Façade Improvement Committee that will review the project applications. Letters will be sent out to the businesses informing them of the program and the funding amounts. Mr. Holden noted that some of the funds could be used to help bring signs into compliance.

Whereas, in 2006 the Local Development Corporation initiated a grant program to encourage businesses in the Central Business District to improve the appearance of their properties; and,

Whereas, the Local Development Corporation is funded by both the Village and Town of Victor; and,

Whereas, in 2008 the Local Development Corporation offered matching grants up to \$1,500 for façade improvements for commercial buildings; and,

Whereas, in 2008 there were actually five grants awarded for projects ranging from painting, to awnings, to a new patio; and,

Whereas, in 2007 the proposed scope of the program was expanded to include all commercial buildings in the Village of Victor zoned Business District, not limited to the Central Business District; and,

Whereas, funding in 2008 came from the Local Development Corporation allocating up to \$10,000.00 and the Urban Renewal Agency allocating up to \$7,500.00 for Façade Improvement grants; and,

Whereas, the Façade Improvement Program is funded through the Local Development Corporation by the Senator Michael Nozzolio Village Revitalization Grant; and,

Whereas, in actuality, the Urban Renewal Agency funded one project, in 2008, for \$1,500.00; and,

Whereas, in actuality, the Local Development Corporation funded four projects, in 2008, for \$4,701.00,

NOW THEREFORE BE IT RESOLVED

That The Local Development Corporation allocates \$10,000.00 for the 2010 Façade Improvement Program.

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.

Business Awards Luncheon, Thursday May 6th – Responses have been slow coming in. As of April 26th the total count is at 65 people. Last year the attendance was at 108 people. Businesses are being conservative on marketing/promotional expenses

this year. The response for sponsors/advertisers has been okay. There are 18 award recipients this year and the keynote address will be delivered by Jon Tobin of Han-Tek. Joe Errigo, Assemblyman, will be attending this year.

Volunteer Fair, Saturday May 8th – The event will be held at Eastview Mall in the Bon Ton area. Ten organizations have signed up for a table at the Volunteer fair. Eastview is providing the tables & chairs. Ms. Rayburn will be distributing flyers to help notify people of the event.

Farmers' Market – Opening day will be Wednesday, May 19th. The 2010 roster of vendors has been selected. There will be 23 returning vendors and seven new vendors. Tracy Morgan has secured a \$1,000 sponsorship from a local business, Kumon Learning Center and is working on another with Thompson Health. Tracy will promote programs for healthy kids and frequent shoppers.

Professional Development – Ms. Rayburn and John Holden attended the New York Conference of Mayors (NYCOM) conference in Watkins Glen last week. The focus of the conference was on Economic Development. Ms. Rayburn will be attending a two day conference, at the end of May, offered by the International Economic Development Council (IEDC) in Baltimore Maryland. The focus of this conference is business recruitment and retention methods.

Merchant Association – The Victor merchants are now on Facebook! The page is called Victor Merchants Association. The merchant group has agreed to meet quarterly; the next meeting is set for June 23rd. The merchants will be hosting a sidewalk sale the same day as the Farmers' Market opening. Leadership of this group is still being determined.

New York Main Street (NYMS) Grant Awarded 2008, Status – Ms. Rayburn noted that the final months of this program are approaching. All funds have to be committed by August to receive reimbursement from the State. Ms. Rayburn stated that she received a two page report from Ed Flynn noting the breakdown of the contracted projects and two potential projects. Ms. Rayburn passed these out to the Board. The balance remaining is approximately \$4,778.50.

NYMS Grant, 2010 Application – The 2010 application was submitted on April 23, 2010 by Stu Brown Associates. The total amount that could have been applied for was \$500,000. However, this round will be extremely competitive and the LDC was encouraged only to apply for what was needed. The LDC applied for \$145,000 in total grant funding with the breakdown as follows: \$125,000 towards building improvement; \$10,000 towards Streetscape; and \$10,000 towards administrative. The LDC should be notified by August the results of the application.

End Activity Report

Mr. Holden asked if the improvements to 2 East Main & 33 West Main Street were only exterior or were they mixed. Ms. Rayburn stated that the renovations to 33 West Main Street were all exterior and the renovations to 2 East Main Street were mixed. Mr. Holden noted that the exterior improvements needed to go before the Planning/Architectural Preservation Review Board.

President Report

Mr. Holden stated that he attended a conference with Ms. Rayburn in Watkins Glen, NY. The downtown area has improved immensely. An important point discussed at the conference was "design downtown for pedestrians, not cars." The Village will revisit acquiring another mid-block crosswalk near the new Town Hall. Two issues that came up in the past regarding the placement of this crosswalk were: it could not be placed close to a driveway; and merchants were not in favor of losing parking spaces along Main Street.

Discussion of Route 96 traffic issues and the possibility of syncing traffic lights followed.

Discussion of High Street and Aldredge Road traffic issues followed.

Mr. Holden noted another point from the conference. To expand affordable housing opportunities in mixed use districts, ownership of upper floor units. Also, to have stores open past 5:00pm.

Ms. Rayburn noted that the merchants were discussing staying open at least one night a week during the summer as a test to see how well it is received.

Mr. Holden asked for an update on 49 West Main Street. Ms. Rayburn stated that a closing date has been scheduled.

Mr. Holden noted that he would be meeting with the developer of 33 School Street regarding future development progress of that parcel. The meeting is scheduled for Thursday, April 29, 2010.

Adjournment

Meeting was adjourned on motion at 9:25am.

Suzanne Paquin, Minutes Clerk