

A regular meeting of the Victor Local Development Corporation (LDC) was held on Tuesday, November 16, 2010 at the Village Hall, 60 East Main Street.

MEMBERS PRESENT:

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

MEMBER ABSENT: Thomas Walker

OTHERS PRESENT: Sue Stehling

Meeting was called to order by President John Holden at 8:16am.

Salute to the flag.

Resolution #46-10LDC

Acceptance of Minutes

On a motion made by Jack Marren, seconded by Steve Van Dyke, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Local Development Corp (LDC) accepts the minutes from the meeting dated October 26, 2010.

Financial Report

Payment of Bills

Mr. Van Dyke reviewed the invoices to be paid from Abstract #11. The unpaid invoices on vouchers #138-153 totaled \$3,770.57.

Ms. Rayburn noted that most of the invoices were Wine & Food Fest related.

Resolution #47-10LDC

Payment of Bills

On a motion made by Bryan Powers, seconded by Jack Marren, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Local Development Corporation has reviewed and approved invoices for payment that appear on Abstract #11, using vouchers #138-153 for a total of \$3,770.57.

Public Comment

Sue Stehling noted that the last train excursion of the year would take place on November 28th. This would be the Santa train ride and the times would be 10:00 AM, Noon, and 2:00 PM.

Mr. Holden asked if there was any news on who would take over the train excursions from Finger Lakes Scenic Railway. Ms. Stehling stated that the Friends of the Railroad (FORR) were working on a proposal to take over the train excursions and would be submitting that soon.

Executive Director Report

Activity Report

Victor Wine & Food Fest – Ms. Rayburn stated the approximate net revenue for the event is \$5,700. Ms. Rayburn itemized the revenue items: Sponsors - \$3,800, sale of Auction Items - \$2,100, Tickets – approx \$2,000. The expenses were \$2,200. Ms. Rayburn stated that she was happy with the event; it seemed a little lighter than last year. Ms. Rayburn was very happy with the band, Everhart. Once the numbers are finalized, she will email the results to the Board.

Holiday Ad Promo – Ms. Rayburn stated that she is currently working on the Merchant Holiday Ad Promotion. This is a two-page insert that will be in the Messenger Post and will reach approximately 15,000 homes. This will come out on December 2nd & 3rd; extra inserts will be available at the tree lighting on December 3, 2010. It will go to homes in Victor, Farmington, Canandaigua and Pittsford. The cost is \$100 for each retail merchant and \$25 for each service business. There will be a drawing for a \$200 shopping spree. There is a line item in the LDC budget, Co-op Advertising, for this expense.

End Activity Report

Ms. Rayburn stated that there was going to be a new business located at Omni-Tech. Dr. Brian Bennett & Dr. Robert Luckey have partnered and will be opening up a microscopic research facility. This is a new concept for researchers. Normally researchers obtain grant funding, purchase equipment and rent lab space. This facility will provide approximately 20 lab stations which will be available for lease. Equipment will be available plus a computer room. Ms. Rayburn met with Dr. Bennett, Dr. Luckey and Maureen Duggan, Ontario County Industrial Development Agency (IDA), to discuss additional funding. Dr. Bennett & Dr. Luckey have Nikon as their major investor. They wished Ms. Rayburn to help them connect with the community. They will be making a major donation to the Victor Central School's Science Department.

Mr. Holden stated that on December 8th Finger Lakes Community College, Victor Campus, will have a presentation by Finger Lakes Technologies. Mr. Holden asked if any of the Board would be interested in attending. This is an evening presentation.

2011 Budget Discussion

Ms. Rayburn passed out draft budgets to the Board. Ms. Rayburn noted that the 2010 Actual column did not reflect the financial statement from today's meeting. She will update the current budget and send to the Board.

Ms. Rayburn stated that most of the line items will remain the same. She feels that the LDC could use another source of income, under miscellaneous sources. Ms. Rayburn continues to revisit the Ornament program, but cannot come up with an item that is not too costly. Ms. Rayburn will talk to Babette Huber, Victor Historian, as she is working on the upcoming Bicentennial.

Ms. Rayburn stated that she is not looking to do another event. Currently the LDC does two, one in the spring, the Business Awards Luncheon, and one in the fall, the Wine & Food Fest. They are time consuming. The Art & Wine Walk, which was very successful, is a smaller less time consuming event. The original proposal was that the Art & Wine Walk would generate income for the merchants association. Ms. Rayburn noted that she has a hard time getting the merchants together for planning and participation. Ms. Rayburn asked the Board if the Art & Wine Walk should stay an LDC event. She would continue to use the income to promote the businesses.

Ms. Rayburn noted that she would like to secure a signature sponsor for the Business Awards Luncheon, such as the Rochester Business Journal. Currently this event breaks even. Ms. Rayburn would like to see it generate more income. Ms. Rayburn stated that it is difficult to get the winners to attend the event the following year. Mr. Holter suggested having the past winners present the award they won to the current winners. Mr. Holden would like to see the local banks involved more. Mr. Marren suggested having a bank highlight a business that they have helped. Ms. Rayburn thanked them for their suggestions and will look into revising the sponsorship package.

Ms. Rayburn noted some items under Business Recruitment/Retention: she reduced the amount under the Co-op Advertising/Promotion line item; there was no Job Fair this year, but would like have one in 2011; under Grant Writing Ms. Rayburn put an amount in for next year. She would like to obtain a grant to help increase the LDC's Revolving Loan amount.

Ms. Rayburn stated that she added \$200 to the advertising amount for the Farmers' Market. Ms. Rayburn noted that Tracy Morgan, Farmers' Market Manager, might be moving and would be unavailable for the Farmers' Market next year and also her help on the Business Awards Luncheon.

Ms. Rayburn stated that some of the line item accounts under Tourism will be removed as they have not been used for a few years: Stuart Horse Trials, Ganondagan, Concerts in the Park, VictorFest, the Christmas Tree Lighting and the Memorial Parade. These items have been taken over by the Victor Chamber of Commerce and/or the Town Parks & Recreation Department. Ms. Rayburn stated that she put \$500 under Miscellaneous Community Events.

Ms. Rayburn will update the budget and send it out to the Board.

Mr. Powers stated that he agrees that there should be another event or component to help support the business community and that it does not necessarily need to make money. He asked what the feedback is from the business community on what the LDC can do for them, besides drive traffic into their stores.

Ms. Rayburn stated that the smaller businesses cannot afford to do a lot of advertising. She said the businesses like the Co-op Advertising opportunities. Traditionally Ms. Rayburn has only offered it during the holiday time period, but could do an additional one at another time of year. Mr. Powers suggested spotlighting a business in the entrance signs.

President Report

Mr. Holden stated that the Village Board has had a request to possibly change the zoning in some areas of the Village. Mr. Holden noted that it was time that the Village took a look at their zoning map and districts. Mr. Holden would like a member from each of the Village Boards to meet and discuss the zoning map for the business & industrial districts to see if areas need updating or changing for the future.

Mr. Holden stated that he had an item for executive session.

Executive Session

On a motion made by Steve Van Dyke, seconded by Bryan Powers, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Local Development Corp will enter into executive session to discuss a possible litigation item; Reid Holter, Attorney, and Kathy Rayburn will remain. No business will be conducted after.

Suzy Paquin exited the meeting at 9:10am.

On motion of Bryan Powers, seconded by Steve Van Dyke, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Local Development Corp will exit out of executive session.

Adjournment

Meeting was adjourned on motion at 9:33am.

Suzanne Paquin, Minutes Clerk