

**The annual joint meeting of the Victor Local Development Corporation (LDC) was held on Monday, December 6, 2010 at the Town Hall, 85 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:** Town Board: John Accorso, John Palomaki, Jeff Cody, Jack Dianetti; Village Board: Tim Acquilano, Tim Maher, Gary Hadden, Larry Rhodes; Pam Hogenes, Village Clerk; Robert Graham, Bud Militello, Mitch Donovan, John Turner and Melody Burri

Meeting was called to order by President John Holden at 6:00pm.

**Open Annual Joint Meeting**

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 Corp (LDC) opens their annual joint meeting.

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On a motion made by Tim Acquilano, seconded by Tim Maher, the following resolution was ADOPTED 5 AYES 0 NAYS

**Resolved,** that the Village Board of Trustees opens their special Village Board of Trustees meeting.

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On a motion made by John Palomaki, seconded by John Accorso, the following resolution was ADOPTED 5 AYES 0 NAYS

**Resolved,** that the Town Board opens their special Town Board meeting.

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Salute to the flag.

## **Executive Director Report**

Ms. Rayburn prepared a PowerPoint presentation highlighting the accomplishments & activities of the LDC. If anyone wishes a copy of the presentation, let Ms. Rayburn know and she will get them one.

### **Signature Events:**

- **Victor Business Awards**
  - 2010 marked the 6th year for the event
  - Event continues to grow
  - Over 50 businesses and individuals honored
  - Sponsorships and ticket sales allow LDC to break even
- **Victor Wine & Food Fest**
  - 4<sup>th</sup> year for the WFF
  - Income producer for LDC
  - Will continue to grow and market the event
  - Charity receives 10% of proceeds
- **Victor Art & Wine Walk**
  - A big hit with attendees and merchants
  - 250 + attendees
  - Looking at organizing at least four in 2011
- **Victor Farmers' Market**
  - 10<sup>th</sup> year of operation
  - Increase in sponsorship
  - New management developed kids and senior programs
  - Market will stay in current location
- **Misc. Events/Projects**
  - Victor Photo Contest
  - Bench Project
  - Merchants Association
  - Volunteer Fair – Eastview Mall
  - Streetscape

### **Streetscape:**

- ✓ Planters
- ✓ Benches
- ✓ Banners

### **Fun Stuff:**

- ❖ Dunking Booth
- ❖ Character Costumes

### **Business Recruitment:**

- Site Searches & Tours
- Property vacancies listed on LDC website

- Introductions to landlords & code enforcement
- Referrals to Small Business Development Center (SBDC) & Chamber
- Mailings
- Cold calls

**Business Retention/Expansion:**

- Face to face meetings/check-ins
- Ontario County Industrial Development Agency (IDA) reports to LDC on Victor businesses
- Joint meetings with IDA
- Refer business owners to SBDC
- Production of the merchant brochure
- Joint efforts with Chamber of Commerce
- Use of Social Media – Merchant Facebook Page
- Main Street Newsletter
- Coordination with Building & Code enforcement for expansion/new locations
- Merchant Holiday advertising program

**Village Revitalization:**

- Façade Improvement Program – Funded by Urban Renewal Agency (URA) & LDC
- NYMS Grant Program
- Streetscape
  - Town & Village Banners
  - School/Community projects
- Coordinate with Village DPW on seasonal decor

**Professional Development:**

- International Economic Development Council (IEDC) – Business recruitment/retention seminar – May 2010
- NYCOM – Attended a conference with Mayor Holden in Watkins Glen
- SBDC – attended various seminars focused on small business financing/marketing
- Rick Segal – webinars & newsletter regarding marketing
- National Trust Main Street Organization

**2011 Goals:**

Website –

- Update vacancy listings
- Clarify what is available to businesses locating in Victor
- Identify business resources
- Better position on Town Website

Retention & Expansion –

- Create a business team with SBDC, Chamber, LDC & IDA
- Job Fair for 2011
- Recruitment –
- List types of businesses Victor is looking for on Website
  - Look in to a targeted ad campaign
- Continue marketing LDC

**Questions:**

1. What are the plans for continued revitalization of Main Street?  
*Ms. Rayburn stated that she will continue with the Façade Improvement Program with funding provided by the LDC & URA. NYMS Grant is almost out of funding. The LDC did reapply for the 2011 NYMS Grant, but did not receive funds. The LDC will continue to look for other sources of funding.*
  
2. What is the status of 33 School Street?  
*Mr. Holden stated that the owner has not made any effort to clean-up or to move forward with possible development on the site. Mr. Holden noted that there is an ongoing situation with Code Enforcement that will be returning to court and he is unable to discuss it at this time. Mr. Holden noted that it has been difficult to obtain a grocery store for this site. Many potential grocers have been contacted. The size of the site makes it difficult. The square footage of the lot determines the size of the building and adequate parking. This makes it too large or too small for developers.*

Mr. Cody asked if the LDC has looked at other sites in the Village for a grocery store.  
*Mr. Holden stated that other sites have been considered, but most grocery stores are not interested if the site is not on Route 96.*
  
3. What programs will be available for new & existing businesses?  
*Ms. Rayburn noted that she will continue with support from the business team (SBDC, Chamber, LDC & IDA); continue to notify businesses of relevant seminars; continue with the Façade Improvement Program; and continue to look for more funding.*
  
4. What is the status of Taste of Italy?  
*Ms. Rayburn stated that there was friction between the landlord and the business owner. Ms. Rayburn noted that there is a very good possibility that a new site has been found. Hopefully all will go well and the business will be open again after the first of the year. Ms. Rayburn will notify the Boards when she has more information.*

Ms. Rayburn stated that her presentation was complete and asked if there were any questions.

Mr. Marren asked Ms. Rayburn what she and Mr. Donovan, Victor Chamber of Commerce, were looking for as far as leadership with the Victor Merchants Association. Ms. Rayburn stated that a couple of meetings were held and well attended. Ideas were discussed and suggestions made, but no volunteers to help implement them. Ms. Rayburn noted that she understands that the business owners are busy, but she would like a commitment from them that they will support the Merchants Association and network with other businesses to get them involved.

John Holden noted the members of the LDC Board: Steve Van Dyke, Bryan Powers, Reid Holter, Legal Counsel, Thomas Walker, Supervisor Jack Marren and himself.

Jack Dianetti stated that in the new Draft Comprehensive Plan for Victor, Town & Village, there is a chapter on Economic Development which lists eighteen specific strategies on how to support economic development. Mr. Dianetti wanted to know how involved the LDC was in the development of these strategies. Ms. Rayburn noted that she was only involved in the very beginning.

Mr. Dianetti wanted to know if the LDC could expand its presence into the Town, outside of the Village. Ms. Rayburn noted that her boundaries are not just within the Village, but all of Victor. Ms. Rayburn stated that she would be willing to work on the strategies with the committee that developed them.

Mr. Dianetti noted that the point he was trying to make was that the LDC has not seen the Draft of the Comprehensive Plan. He feels that this is an oversight.

### **Adjournment**

Annual joint meeting was adjourned on motion at 6:40pm.

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Suzanne Paquin, Minutes Clerk