

## ROUNDTABLE MEETING NOVEMBER 6, 2009

ATTENDEES: Joel Richter, Dave Wright, Sue Stehling, Bonnie Waters, Dianne Parks, Mitch Donovan, Babette Huber, Suzy Paquin, Cathy Powers, Maureen Goodberlet, Brian Emelson, Kathy Rayburn, Rebecca Donovan, Tina Kolaczyk

**CATHY POWERS – VICTOR FARMINGTON FOOD CUPBOARD** –Cathy had attended about 6 months ago and is now back to give an update. They continue to be busy seeing more families all the time. In October there were 656 visits to the food Cupboard which represents about 500 families. Most of these families are from the Victor- Farmington area, but some are from surrounding areas. Forty-two percent of the families who visit the cupboard make multiple visits each month. Previously families came when they had run out of food and the cupboard was a supplement. Now more families are using the cupboard as their primary source of food so the amount of food needed has increased dramatically. So far in 2009 153 tons of food has been distributed with an increase of 135 % over last year.

The problem they are having is that the size of the building and parking lot is not sufficient. The source of the food and the paper products is changing and that is indicative of the changes in our economy. They have a grant from Foodlink and they provide about 70% of the food donated to the cupboard. Six months ago that was 75%. Twenty percent comes from food drives and donations and the remaining 10% is purchased from local grocery stores. As less is received from Foodlink, more needs to be purchased. \$19,000 was raised from Feet for Food and United Way donations have increased. In October, 87 new households were served and it is expected that at least 75 new households will be added each month.

Foodlink is receiving fewer donations as well and they are cutting the allotments to each of the organizations it serves. Thus, the availability of food from Foodlink has become very inconsistent. The grant currently in place from Foodlink runs for a 12 month period, July 1 to June 30. In the last 3 months the VFC has gone through half of their grant. They expect to use the remainder of the grant in the next 3 months. After the grant runs out they will be solely dependent on donations and food drives.

Special Thanksgiving and Christmas baskets will be provided to the families.

Looking into 2010, there are issues of space at the present building that need to be addressed. Can more space be utilized in their present building and the parking lot be expanded? Can they be open more hours? Perhaps another building needs to be found.

Due to the lessening dependence on Foodlink, more needs to be done in the community to promote awareness of the situation. Stronger emphasis will be placed on fundraising to increase monetary donations to the cupboard. A steady corporate campaign needs to be done. Prior efforts have been somewhat successful and they have to find a way to continue those efforts. They also continue to look for partners to link up with for donations.

Also in 2010 a new focus will be on client education about healthy eating habits and nutrition. They will be giving out recipes and tips on how to best use the items given out at the food cupboard.

Jack asked about a future site in Fishers and if that was still in the works. Cathy stated that there had been some issues with the lease for the property. They had planned to move, but then the lease issues arose. They are talking with St. Patrick's about using more of the present building and increasing the parking. There is also discussion about adding more hours for clients. The concern with adding more hours is they know that will then bring in more new families and there is concern that there will not be the resources to adequately serve even more clients. There has been discussion at recent Board meetings as to how to best serve the families now coming without being too restrictive. They are presently assisting a new cupboard that has opened in Wayne County. A significant number of their clients come from outside the Victor-Farmington area and perhaps this new cupboard will be able to take some of these clients from Victor-Farmington.

Babette, asking on behalf of Task Force 10 from the Strategic Planning Committee, inquired about how to get this information out to the community. **She would like have the Roundtable members at the next meeting give her some ideas on how she can take this information back to the Task Force to get it out to the community and would the website be a way to do this.** Cathy said the Food Cupboard has struggled with this as well. They have money in reserve that can be used when the grant runs out, but they want to use that to purchase food not to advertise.

#### **DIANE PARKS – VICTOR VILLAGE CEMETERY RESTORATION AND PRESERVATION COMMITTEE**

The committee has been working for the past 2 ½ years on the restoration of the Village Cemetery, located behind the Methodist Church. The burials there began in 1810 and ended in 1949. Many of the founders of Victor are buried there. Since 2010 will be the 200<sup>th</sup> anniversary of the first burial there will be a bicentennial celebration and re-dedication of the cemetery. The committee is a joint Town and Village Committee and all members are volunteers. Babette is their advisor and they also work closely with Brian Emelson since the Parks & Rec Dept is responsible for the maintenance of the cemetery. Two sides of the property have been fenced in and the remaining two sides will be fenced next year. About 85% of the gravestones have been repaired, straightened or replaced. There are approximately 800 graves there and every gravestone has been photographed and every inscription has been rubbed. The information has been compiled into a set of books about the people buried there. Once these are completed they will be given to Babette for storage and use by the public.

RMSC came in a few years ago and did an archeological dig. The DAR will hold a workshop here during the time of the bicentennial on May 22, 2010. Officers from the DAR will do the rededication. Several speakers have been invited and two costume tours have been planned for that day. The VCS Drama Club has been contacted to participate in the events. **Help is needed to sew costumes.** An anonymous donor has donated a bench to be inscribed with

information about the bicentennial. A garden has been installed and a new flag pole was installed and a new garden installed around that by an Eagle Scout. The plan is that by next year that the cemetery will be totally renovated and restored.

On Veteran's Day a plaque will be dedicated by the American Legion listing the names of veterans of the Revolutionary War, War of 1823, Mexican War and Civil War who are buried in that cemetery.

**More volunteers and helpers are always welcome.**

**Jack mentioned that inside each person's packet was a community organization list. If any group has a change in contact information or one is missing please advise Suzy Paquin. This is also on the town website.**

**MAUREEN GOODBERLET – VCS:** There a few of our teams still in Sectional competition. The Fall play is next weekend -Marvin's Closet will be presented Thursday, Friday and Saturday. H1N1 numbers are very low compared to other schools in the area. The Facilities Department is giving extra attention to rooms that have shown a spike in sickness. The absentee rate is about 5% which is very low compared to others with 25 to 40% out.

**REBECCA DONOVAN – FINGER LAKES VISITORS CONNECTION:** Tourism numbers are starting to improve. Their budget for 2010 has been cut by 10% and they are preparing for the possibility of no matching funds from New York State. The Town of Farmington has asked for their assistance in their presentation to the Rochester Broadway Theater League. They are participating in a cooperative venture with the City of Rochester, Monroe, Ontario, Livingston, Wayne and Cayuga counties called Prizes & Surprises. It was a TV, radio and print advertising campaign in Toronto. They made a \$5,000 contribution and were able to be part of a \$100,000 campaign. They are currently looking for more co-op opportunities to stretch their budget dollars. **They will also be willing to assist with the DAR workshop and Cemetery Bicentennial celebration.**

**Babette again expressed the need for ideas on how Task Force 10 can get this information out to the community.**

**BABETTE HUBER – TOWN HISTORIAN AND LIASON TO TASK FORCE 10 COMMUNITY PARTNERSHIPS:** What are the ideas we can help you with and what information do you want out to the community? The Community Calendar is on the website but apparently that is not enough.

**She is starting an Oral History Project and is in need of volunteers to either do the interviewing or be interviewed.**

On December 3<sup>rd</sup> at 7pm she is doing a program entitled Stories of Women of Victor's Past. She is trying to get unusual stories.

Starting in 2010 she will be partnering with Valentown and other historical groups in the Town so there will be a program of some type every month.

Kathy Rayburn asked if there was much response to receiving the newsletter electronically. She mentioned that the village of Honeoye Falls puts out weekly e-mail blasts about what is going on there. She also has recently met with a new business in the Village, Bird Bath Buzz. It is a social media business run by Chris Isaacs. Many towns and villages are experimenting with Facebook and Twitter. Suzy is researching Facebook for the Town. **Kathy will invite Chris Isaacs to come to Roundtable and/or Task Force 10 to network and perhaps give some advice.**

**MITCH DONOVAN – VICTOR CHAMBER OF COMMERCE:** They are wrapping up a couple of initiatives, one of which is they are selling the last few ads on the map for the Town and Village of Victor. They are ready to launch the new website in December which will have a large emphasis on tourism. This was volunteered to promote the partnerships with Task Force 10. He found a volunteer to work on Facebook and Twitter for the Chamber.

The Chamber's 50<sup>th</sup> anniversary is coming up and that coincides with the 200<sup>th</sup> anniversary of Victor in 2012. Planning should start soon.

The chamber website comes out with a weekly calendar that lists opening, ribbon-cuttings, etc. for the week. 416 members receive the weekly e-mail and about 30% open it on a regular basis. They can track result and see how many opened the links to various organizations.

This represents 320 chamber members and prospective members . Seventy percent of the readers are current members and 30% are interested parties who want to know what is going on in Victor. Membership is growing in the Victor Chamber from the Farmington and Canandaigua communities because they are interested in what is going on in Victor. The networking movement has spurred this growth.

**DIANNE PARKS – GENEALOGICAL SOCIETY:** This group was formed last November as an off-shoot of the Cemetery project to assist people researching Victor families. They also hope in the future to put on genealogical workshops and presentations. There is no home for the society. Materials are currently stored in Dianne's basement. She has approximately 150 binders filled with information on Victor's families, churches, schools and other historical information. There are 17 members and some of these members are from outside NYS. They are hoping to make people aware of their organization. There is a Board now and they are working toward a web site and non-profit status.

**SUE STEHLING – VICTOR FARMINGTON KIWANIS:** The Giant Coloring book sale will be held at Eastview Mall on 11/27, 12/12 &13, and 12/19 & 20. **Help is needed from the community to provide gifts for children ages 2-13. Unwrapped gifts can be given to Sue or the Hampton Inn & Suites by the first week of December.** Last year 50 children were invited to the party and given gifts.

**DAVE WRIGHT – VICTOR HIKING TRAILS:** A sheet was passed out with the highlights of recent activities. The next hike will be Saturday November 14<sup>th</sup> at Boughton Park. Call ahead and register to participate in the walk since Boughton Park is restricted. They have received permission for 2 new trails, one will connect the Auburn Trail and Lehigh Trail on property owned by Domine Block and the other is south of the Apple Farm to connect the Seneca Trail to Boughton Park. There is a group of retirees who get together on Wednesdays to do trail maintenance and clearing and it is hoped they will assist in building these trails. There are new signs at the trails. Grant money for the Auburn Trail will be used to purchase 2 more interpretative signs, one about the Trolley to be placed on Maple Avenue by the trolley station and one about the Lehigh Valley Railroad to be placed by the village Hall.

They are working with Ganondagon, Parks & Rec, and the Greater Rochester Off-Road Cycling Club to relocate one trail from School Street Fort Hill to make it more suitable for bikes.

They have written a letter supporting Farmington's efforts to expand the Auburn Trail.

Brian Emelson reported on the current status of Fisher Place. They are finalizing comments with the Federal Highway Administration, and getting a re-draft of the Environmental Assessment Document. A study was done on the corridor and it was found there would be no environmental impact and a public hearing will be held in the Spring.

**JOEL RICHTER – FRIENDS OF THE RAILROAD:** They do a lot of measurable information for each run the train makes – who rides the train and where do they come from. The data is confidential but provides a good overview. Fifty percent of their riders come from eastern Monroe County, 20-30% come from Victor and the rest are spread out around the country. On October 24<sup>th</sup> all 3 runs were sold out. Two were family runs with kids in costumes. They are putting together a comment card to collect specific information. The Santa Run on November 29<sup>th</sup> will use these with a space on the back to complete to enter a drawing for a free ride. This system is not 100% accurate; the card will give more detail. They will add a question about how much money the family or group spent while in Victor.

**KATHY RAYBURN – VICTOR LOCAL DEVELOPMENT CORPORATION:** The Wine & Food Fest is next Friday, November 13<sup>th</sup>. There has been a great response from business with auction donations and sponsorships. Twenty vendors (wineries and restaurants) will be there. The majority of the restaurants are Victor based. Music will be provided by the Lyric Music Academy. The event starts at 5:30 at Ravenwood and tickets are on sale now.

Mitch referred to the Holiday promotion for advertising. They are working on an insert. Ads are \$100.00 per business. There will be a separate business list for service businesses. This will launch November 29<sup>th</sup> in the Messenger and the Brighton-Pittsford Post. The Santa Train rides, tree-lighting on December 4<sup>th</sup> will be promoted in this as well.

Work continues on the kiosk. It has been delayed by formalities with the builder and the mall. It is hoped to be up by December 1<sup>st</sup>. For this year only, Meg from Visitor Connection is putting

together a video showcasing winter events in the Town. A mailer will go to the Roundtable members for activities in the first quarter of 2010 requesting what they would like showcased. The kiosk will go up near Macy's and the Mall has donated the space.

There has been an influx of new business on Main Street in the last 6 months. The Taste of Italy, Gatherings Country Store, Simply Scrapbooks and the tailor and florist are new additions to Main Street. They are starting to see a turn. The Gallup Building is having a Grand Opening on December 7<sup>th</sup>. Mitch said they may incorporate all the new business in that strip into 1 giant ribbon cutting and get some publicity from the Messenger for the Grand Opening.

**BRIAN EMELSON – PARKS & REC:** There are a couple of parks and trail projects that are getting ready to go out for bid for construction in early 2010. The second phase of Victor Municipal Park on Brace Road is bidding for the main electrical service into the park. Later in 2010 we will go out for bid on the design and construction of the children's playground, fishing dock and platform and main multi-use trail into the park. The anticipated opening of the park is June 2010.

On the Auburn Trail Improvements project, they are finalizing the bid documents on 2 additional interpretative signs and 2 more kiosks, 1 at Rt 251 and 1 at Lehigh Valley Trail at Old Dutch Road. There will be a total of 5 of these kiosks. Brian reminded everyone that these can be a good source to get information out to the public since these trails do get quite a bit of traffic.

The Tree Lighting will be held on December 4<sup>th</sup> at 7PM at Mead Square Park and then continues to the Fire Hall. On Saturday December 5<sup>th</sup> the annual children's play, Nanny Claus, will be presented at noon and 7 pm. This is the 6<sup>th</sup> annual play.

The next brochure is being finalized which will go out on December 7<sup>th</sup>.

One of our volunteers, John Brown, has offered to make new trail maps and website for Greater Rochester Off-Road Cyclists using GPS technology. The website is [www.mygrof.com](http://www.mygrof.com). Volunteers can log their hours on the site. John has also taught classes at P&R summer camp. He has been nominated for and chosen as Volunteer of the Year.

Dryer Road Park has added a major addition to the skills area (decking and ramps) and will attract more participants in technical riding. All the work was done by volunteers. No grant money was involved, just sweat equity.

**JACK MARREN:** Thanks to everyone for coming and the opportunity to participate for the next 2 years. Thanks to Babette for ideas to expand communication. He asked Kathy to invite Chris Isaacs to the next meeting, reminded everyone of the need for the gifts for the children, Veteran's Day services at 11am on the 11<sup>th</sup>, the Food and Wine Fest on the 13<sup>th</sup>, upcoming Railroad events and the needs of the Food Cupboard. **Sue said gifts for the children could be brought to the next Roundtable meeting.**

**The next Roundtable meeting will be held on Friday, December 4<sup>th</sup> at 8:00 AM in the Main Meeting Room. Please remember to bring any donations of children's gifts with you to the meeting.**