

DRAFT

A regular meeting of the Local Development Corporation (LDC) was held on Tuesday, January 27, 2009 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
	Clerk	Suzanne Paquin

MEMBER ABSENT: Timothy Brown, Business Outreach Specialist

OTHERS PRESENT: Sue Stehling, Bob Kelly and Robin Mazejka

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

Salute to the flag.

Resolution #01-09LDC

Board Appointment – Thomas Walker

On motion of Jack Marren, seconded by Steve Van Dyke, the following resolution was ADOPTED 4 AYES 0 NAYS 1 ABSTAIN – Thomas Walker

Resolved, that the Victor Local Development Corp re-appoints Thomas Walker as a Director for a term of three (3) years; term to expire January 2012.

Resolution #02-09LDC

Acceptance of Minutes

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

Resolved, that the Local Development Corp (LDC) accepts the minutes from the meeting dated December 16, 2008.

Financial Report

Payment of Bills

Steve Van Dyke read each of the invoices to be paid from Abstract #1. The unpaid invoices on vouchers #1-11 totaled \$3,198.98.

Ms. Rayburn noted the invoices that were coded to the A601 account were encumbered from last year. Those invoices were not received by the end of 2008.

Mr. Van Dyke noted that Ms. Rayburn had given him an additional invoice to be added to the abstract. The invoice is from Elegance Weddings & Events for public relations and event planning for the Victor Business Awards Luncheon to be held on May 7, 2009. The Invoice is in the amount of \$1,500.

Resolution #03-09LDC

Payment of Bills

On a motion made by Thomas Walker, seconded by Jack Marren, 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 #1, using vouchers #1-12, in the amount of \$4,698.98.

Executive Director Report

Transportation Enhancements Program (TEP) Grant

Ms. Rayburn stated that the Board was sent copies of documentation regarding a commitment of \$5,000 that the LDC Board had made in 2001. Brian Emelson, Town of Victor Parks & Recreation Department, would like to close out this grant. The TEP Grant commitment was for benches, bike racks, and informational kiosks in the Village.

Ms. Rayburn stated that she has reviewed her budget with Diane White, Treasurer. Line items in the 2008 LDC budget in which the funds were not spent, will be put towards the TEP Grant commitment.

Mr. Holden stated that the Village Board had also made a commitment in 2001 towards this grant. Mr. Holden would like an invoice from the Parks & Recreation Department showing a specific cost before payment will be made.

Bryan Powers asked if the benches and the bike racks were built and in place yet. The bike racks are being built by Mike Houser and will be installed in the spring. The bike racks are made of iron and have a train theme. The benches and the kiosks have been installed.

Mr. Powers asked if Ms. Rayburn was looking for a resolution to approve the payment. Mr. Holden felt that the commitment was approved in 2001, but noted that the Board could pass a resolution supporting the concept of hiking trails and agree to pay the portion of the matching grant.

Resolution #04-09LDC

Transportation Enhancements Program (TEP) Grant – 2001 Commitment

On motion of Steve Van Dyke, seconded by Thomas Walker, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corp supports the concept of hiking trails, through the Transportation Enhancements Program (TEP) Grant, and agrees to pay a portion of the matching grant, a prior commitment of \$5,000 made in 2001, to be put towards bike racks, benches, and informational kiosks in the Village.

2009 Proposed Budget

Ms. Rayburn noted that copies of the proposed 2009 budget were placed on the table for the Board. Ms. Rayburn noted that she and Mr. Holden had met a few weeks ago and reviewed the figures.

Ms. Rayburn noted that some of the expense amounts were decreased, such as the Farmers' Market. The market has been established for some time now and more sponsors are being secured to offset costs.

Revenue for the Wine & Food Fest was increased. The Director's salary amount was increased, for budget numbers only, and has not been approved by the Board. An amount for Administrative assistance was included as in prior years. Ms. Rayburn noted that most of the changes to the budget were adjustments, nothing new or drastic. Ms. Rayburn noted that money was moved from areas where it was not used and placed where it was needed.

Ms. Rayburn directed the Board to page 2, Business Recruitment/Retention/Expansion, Recruitment Piece – Update. The Recruitment Piece is the "Welcome to Victor" folder that has separate informational sheets inside about Victor. Ms. Rayburn stated that the funds will go to updates, such as a new information sheet regarding the new Town Supervisor.

Ms. Rayburn stated that on page 3, Office Operations, the Heat & Power expense was increased to reflect the new Lease Agreement with the Fire Department Association. The amount includes a portion of the new fire alarm security system.

Ms. Rayburn noted that eventually the section regarding Tourism, Ganondagan & Stuart Horse Trials, will be removed as this will be handled by the Victor Chamber of Commerce. The LDC will continue to work & support the Chamber with these events. Ms. Rayburn will continue to make sure that the businesses are represented at those events.

Mr. Powers noted that on page 3, Farmers' Market Operation, the expenses were down compared to prior years. Ms. Rayburn stated that since the LDC was successful in obtaining sponsors, this offset some of the costs. Since the market has been established for awhile, there is no need for new signage or equipment. Also in last year's figures was the matching grant portion for the demonstration table. Ms. Rayburn did not spend the full amount of the \$1,600 that was allotted.

Mr. Holden noted that at the Village's Budget Workshop, on January 26th, a question arose regarding the Village's contribution of \$10,000 towards events. What events does this amount cover, besides the Farmers' Market? Ms. Rayburn stated that the LDC will have more of a presence at the Concerts-in-the-Park with the Parks & Recreation Department. The LDC will be involved with the train excursions and other smaller community events. Mr. Holden stated that he and Ms. Rayburn will get together and write a list of the items that the \$10,000 will go towards and forward it to the Village Board.

Tom Walker asked about page 3, Business Recruitment/Retention/Expansion, Grant Writing. Would the grant writing be with Stu Brown Associates? Ms. Rayburn stated that the grant writing could be done through Stu Brown Associates; she has spoken to them about reapplying for the Small Cities Grant this year.

Ms. Rayburn is more interested in the Micro-Enterprise Program. The LDC had applied for it during the last round, but did not receive any funds. Ms. Rayburn noted that the Micro-Enterprise Program is an open-round program, so there are no deadline dates for submitting an application. Ms. Rayburn noted that the New York Main Street (NYMS) Grant is focused on the Village; she would like to obtain funding for Town & Village businesses to use as a loan program.

Ms. Rayburn stated that she has also talked to another company called PathStone, formerly Rural Opportunities, located in Rochester, NY. They have some grants that would be of interest to the LDC.

Mr. Walker asked if the LDC received a critique of their application for the Micro-Enterprise Grant. Ms. Rayburn stated that a critique was not received, but that she had asked Stu Brown Associates for one. Ms. Rayburn noted that she would like to see a critique of the application as it would show why the LDC did not receive any funds. Ms. Rayburn stated that when she applies for grant funding that would expand into the Town of Victor, the income levels end up too high. The grants look for low to moderate income levels. Ms. Rayburn noted that the most feedback she receives from businesses is regarding more incentives and small loans available from the LDC.

Mr. Walker stated that the critique of a grant application is invaluable when reapplying for the grant. Mr. Walker noted that a request for a critique might have to come from the Mayor or the Supervisor.

Mr. Holden asked how the monies are going to be tracked for the NYMS Grant. Would it be possible to show it in the budget or attach an addendum to the budget? Mr. Holden would like to see listed the total amount of the grant, the applicants, whether they were approved or not, and the dollar amount the applicants are requesting. Mr. Holden noted that it would be similar to the table for the Façade Improvement Program projects.

Mr. Holden requested that the Board email Ms. Rayburn with any questions regarding the proposed budget prior to the next meeting. A resolution regarding the proposed budget will be passed at the next meeting on February 24, 2009.

Activity Report

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

NY Main Street (NYMS) Grant – Ms. Rayburn noted that the first meeting of the Review Committee was held on January 14, 2009. Tom Lucey, APD Engineering; Sean McAdoo, Code Enforcement Officer; Tim Acquilano, Urban Renewal Agency (URA) member; and Ms. Rayburn were present. The Committee reviewed all the applications and listed any questions that need to be answered by the applicants or by the Department of Housing and Community Renewal. The Review Committee will meet again on February 4, 2009.

Ms. Rayburn noted that she met with a company called PathStone. Ms. Rayburn worked with the company previously on a NYMS Grant in Canandaigua NY. PathStone specializes in coordinating the necessary documents, inspections, State Historic Preservation Office (SHPO), etc. for each project that is to receive funding.

Ms. Rayburn outlined PathStone's fee structure. The maximum amount per project would be \$1,550 and each project would not necessarily require the maximum fee. Ms. Rayburn asked if the Board would consider contracting with PathStone to assist on some of the projects. There are two ways in which PathStone could be paid: 1- Inform NYMS that the LDC would like help to facilitate the Grant, they would adjust the grant funds and payment would come out of the total amount. Ms. Rayburn would prefer not to take away from the Grant funds; 2- Take the money out of the Nozzolio funds, which have been earmarked for revitalization.

Ms. Rayburn stated that a total of fourteen (14) applications have been received. Ms. Rayburn estimates that there will be a total of ten (10) projects that qualify. Ms. Rayburn stated that PathStone could be contracted to work on all ten or only on the major projects. Ms. Rayburn would like an answer from the Board by the next meeting if they would approve contracting with PathStone.

Ms. Rayburn passed around PathStone's scope of work that could possibly be done for each of the projects. If every item on the list was completed, it would cost \$1,550 per project. The company is very reputable. Ms. Rayburn would like to make the grant

process go as smoothly as possible as she would like to receive the same grant again in the future.

Mr. Holden asked if PathStone would administer the grant. Ms. Rayburn stated that PathStone would work with her. There are some aspects of the grant that Ms. Rayburn would handle such as the initial paperwork and meeting with the Review Committee. PathStone would be the point person that would go to each project to inspect & compare the application to the actual work. They would also make certain the applicant completes any additional paperwork.

Mr. Holden asked if the NYMS Grant was a matching grant. Ms. Rayburn replied that it was. For example, if an applicant applied for \$10,000 the project total would have to be \$20,000. Ms. Rayburn noted that PathStone would work with the applicant and verify the project total against the amount of the applied funds. The applicant must receive three estimates regarding the proposed work.

Mr. Holden asked if the grant money could be used as a revolving loan also. Ms. Rayburn stated that the NYMS Grant is to be used only as a matching grant and not as revolving loan funds.

Ms. Rayburn passed around information about PathStone.

Mr. Powers asked what the size or scale of the ten projects are. Ms. Rayburn noted that all of the projects have applied for the maximum amount available. Ms. Rayburn noted the project maximums: \$10,000 for façade work and \$50,000 for interior work. Ms. Rayburn stated that the goal is to fund as many projects as possible, but none of the applicants are guaranteed to receive the total amount that they have applied for.

In looking over the information on PathStone, Mr. Powers noted that the company would take each project through the proper steps as outlined in the NYMS Grant. Ms. Rayburn stated that PathStone has worked on several of these grants and they have a good relationship with the NY State Department of Housing & Community Renewal. PathStone's fee of \$1,550 per project is not based on the amount of funds applied for or the size of the project, but on how much paperwork they complete.

Mr. Holden stated that he likes the idea of contracting with PathStone. The company knows the steps, the process goes smoother and the funds are administered properly.

Mr. Powers asked if there were other companies that provide the same services. Mr. Powers suggested asking the contact person with the NYMS Grant for one or two names of other companies and then request quotes from them regarding their services.

Ms. Rayburn will find out and have additional quotes by the next meeting on February 24, 2009.

Victor/VCS Banner Project – Ms. Rayburn gave an update on the banner project. The LDC has been working with the Art department at Victor Central School (VCS) to produce a new set of banners for the Village and Town. These banners will showcase student artwork using the theme – “What does Victor look like to you?” The head of the art department and his staff are in the process of rolling this out to interested students at all the Victor Schools.

The Art Teachers will have design submissions ready for review by the end of February. The Art Teachers will review all the submissions and only submit five, per school building, to the LDC for review. A review committee will need to be formed. The Town banners, which lead into the Village, will say “Welcome to Victor” and will feature the same piece of art on all of them. The Village banners will have different artwork selections on each one.

Ms. Rayburn noted that she had made a presentation to the Village Board and will make one to the Town Board. This is a good way to connect the School with the Community. Letters will go out to business owners to generate sponsorships for the banners to offset the costs. The cost of one small banner in one design is \$85. The Art Department is working directly with the banner company regarding the digital images.

Vacation – Ms. Rayburn noted that she would be on vacation the week of February 16th. Suzy Paquin will check phone/email messages.

End of Activity Report

Fiber Optic Ring Presentation

Ms. Rayburn stated that the LDC is hosting a Fiber Optic Ring roundtable presentation/discussion on Thursday, January 29, 2009, at 7:30am in the main meeting room at the Town Hall, 85 East Main Street. Ed Hemminger, Ontario County Chief Information Officer, is the lead on the Fiber Optic Ring project will make the presentation. Mike Manikowski, Ontario County Economic Development, will co-present. They will explain the project, how it works and how businesses will be able to connect to the high speed internet service.

Ms. Rayburn noted that the former LDC Executive Director, Gina Mangiamele, had started a High Tech Roundtable. Ms. Rayburn met with a core group of high tech companies last year and identified key topics that they wanted addressed. Training, Finger Lakes Community College (FLCC), and the Fiber Optic Ring Presentation are a few of those topics. Ms. Rayburn will continue to meet with the high tech businesses once or twice a quarter.

Goals Review

Ms. Rayburn passed around her 2009 Goals & Objectives, noting that the format was simpler this year. Ms. Rayburn asked for one item from each Board member that they would like to see the LDC get involved with or expand on.

Ms. Rayburn reviewed the 2009 Goals:

Market/Promote LDC

- LDC Brochure – Black & White (very basic), describing the LDC
- LDC Office Sign on front of building at 5 West Main Street
- Develop LDC Logo
- Deliver Presentations to local groups

Recruitment/Retention

Develop a kit that can be given to all new businesses for reference

- Possible contents: Victor Retail Piece, LDC Brochure, Business Development contacts (SBDC, SCORE), Chamber of Commerce information, Bank contacts, Media contacts, sample press release, C of O brochure.
- Distribution: Eastview Mall marketing department, County Clerk, SBDC & SCORE building owners with tenant space.

Look for increased incentives to recruit and retain businesses

- Update the current façade program to provide signage assistance
- Research/Apply for grants to use as loans
- Conduct joint business recruitment visits with the Chamber of Commerce

Connect with High Tech businesses

- Continue with roundtable discussions – one or two a quarter
- Develop a method of communication for these business types
 - Email newsletter, LDC website page, blog

Website Enhancements/Promotion

- Create a job search page linking to company websites, workforce development
- Better description of LDC
 - Available programs
 - Incentives

Professional Development

- Attend a National Main Street Conference
- Take some Economic Development courses

Tourism – The Victor Chamber of Commerce is now the lead agency for tourism in Victor. Therefore the LDC will be leaving tourism related activities like Stuart Horse trials to them. We will however continue to coordinate with the Chamber on tourism activities with our attention being on promotion of the Victor Businesses.

Town Strategic Plan

- Funds budgeted for development of accurate up to date business list; \$6,000
- Current contacts, emails, etc.

Mr. Holden asked the Board to review the goals and think of any suggestions or additions and to bring them to the next meeting in February.

Mr. Van Dyke noted that he like the idea of an LDC brochure describing what the LDC does and where they are located.

With Tim Brown out of work for awhile, Mr. Van Dyke asked how Ms. Rayburn was doing. Ms. Rayburn noted that it has been hectic. She has not been able to get out as much to make contacts, as she is spending more time on the administrative end. Ms. Rayburn noted that Ms. Paquin is leaving her position as Village Clerk and will be assisting the LDC for ten (10) hours a week and that Tracy Morgan, Elegance Weddings & Events, will be working on the Victor Business Award Luncheon as well as the Farmers' Market again this year.

Tim Brown Update

Ms. Rayburn gave an update on Tim Brown's status. Mr. Brown is currently at St. Mary's Hospital for rehab. His spirits are good, he is mentally responsive, his left side is not responding, and he is not walking on his own yet. He will be there another four weeks and after that he will probably be in a day program somewhere else. Ms. Rayburn noted that she took Tim a mug & a hat from McGhan's Pub and told him that she wanted him back for St. Patrick's Day.

President Report

Mr. Holden stated that he would like to go into Executive Session to discuss a possible real estate transaction.

Executive Session

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

Resolved, that the Local Development Corp will enter into executive session to discuss a possible real estate transaction; Kathy Rayburn, Reid Holter, Attorney; and Robert Kelly, Urban Renewal Agency (URA) member, will remain. No business will be conducted after.

Suzy Paquin exited the meeting at 9:30am.

Robert Kelly exited the meeting at 10:03am.

On motion of Thomas Walker, seconded by Steve Van Dyke, the following resolution was ADOPTED 5 AYES 0 NAYS

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

Adjournment

Meeting was adjourned on motion at 10:25am.

Suzanne Paquin, Village Clerk