

DRAFT

A regular meeting of the Local Development Corporation (LDC) was held on Tuesday, June 24, 2008 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	Leslie Bamann
	Attorney	Reid Holter
	Executive Director	Kathy Rayburn
	Business Outreach Specialist	Timothy Brown
	Clerk	Suzanne Paquin

OTHERS PRESENT: Tracy Morgan, Farmers' Market Manager and Alex Robinson, Town of Victor Intern

Meeting was called to order by President John Holden at 8:20am.

Salute to the flag.

Acceptance of Minutes

Resolution #25-08LDC

On a motion made by Leslie Bamann, seconded by Steve Van Dyke, the following resolution was ADOPTED 3 AYES 0 NAYS 2 ABSTAIN – Bryan Powers & Thomas Walker

Resolved to accept the minutes from the meeting dated May 27, 2008, with one addition on Page 3, paragraph 4, last sentence: "The job fair will be on August **19, 2008.**"

Financial Report

Payment of Bills

Steve Van Dyke read each of the invoices to be paid from Abstract #7. The unpaid invoices on vouchers #49-63 totaled \$3,710.44.

Mr. Holden asked how much has the LDC invested in signage & ads for the Route 96 Bridge detour. Ms. Rayburn stated that it is a combined effort with the Victor Chamber of Commerce, with the LDC spending \$500 and the Victor Chamber spending \$500.

Payment of Bills

Resolution #26-08LDC

On a motion made by Thomas Walker, 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 #7, using vouchers #49-63, in the amount of \$3,710.44.

Privilege of the Floor

Tracy Morgan, Farmers' Market Manager - Update

Ms. Morgan stated that there are two new programs this year, one for adults and one for kids to try and promote attendance every week. The program for adults includes information sheets regarding the fruit/vegetable of the month, recipes, end of the month raffle and an end of the season raffle. The end of the month raffle includes items from the vendors and the end of the season raffle includes items from the vendors plus items from local businesses.

The kids program is "Healthy Kids" and they are encouraged to buy a healthy item at the market, they will receive a sticker to place on a progress board. Prizes will be given based on how many healthy items they have purchased. The kids also receive a "cookbook"; each week receiving a recipe for the book. Activities will be held every week from 5-6pm starting in July. Scheduled are a clown and story hour & activities provided by the Library. The Iron Butterfly is the presenting sponsor this year for the market and they will be leading exercises with the kids in the park area.

Ms. Morgan noted that they just received new Farmers' Market bags that will be sold at the market throughout the season.

The LDC has received \$1,300 from sponsorships which is going towards the programs and the bags.

There will be a food vendor there every week; chicken barbeque, hot dogs & hamburgers, Make & Take Gourmet, and Cibi Deliziosi.

Next year Ms. Morgan would like to secure Thompson Health and Preferred Care to help sponsor the kids programs.

Ms. Bamann noted she would like to see programs geared towards the senior community.

Mr. Holden asked if there will be publicity for the market and these programs.

Ms. Morgan stated that starting in July a press release will go out every week that will feature pictures & a bio of one or two market vendors. Ms. Morgan is hoping that the Victor Herald will be able to publish these every week, and other papers will publish them when they can. There will be an item in the Victor Voice Newsletter & the Canandaigua Magazine.

Ms. Rayburn noted that Ms. Morgan used the Farmers' Market postcards and sent a mailing to area businesses encouraging their employees to eat healthy & visit the market.

Ms. Morgan wished to note that the Victor Retail Alliance (VRA) will no longer be operating. For the last three years most of the work has been done by Ms. Morgan and Alicia Novitsky. The VRA met with the Victor Chamber of Commerce to encourage them to continue providing items that the VRA would no longer be doing. The most important items are: providing ice cream, water, & raffles for the Concerts in the Park, holiday advertising promotions, and providing gift baskets at the Tree Lighting Ceremony. Ms. Morgan thanked the LDC for all their support.

Mr. Holden inquired as to how many members the VRA currently has. Ms. Morgan noted that there are 30-35 members, most are already Victor Chamber of Commerce members, and they are encouraging the others to become members.

Mr. Holden thanked Ms. Morgan for all their hard work.

Ms. Bamann introduced Alex Robinson to the Board. Mr. Robinson is an intern with the Town of Victor this summer. He is a finance and economic development major, with a minor in political science at Rochester Institute of Technology (RIT).

Executive Director Report

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

Mead Square Project - DHD Ventures has a contingent offer in on 49 West Main Street and they are currently pursuing the property on the other side of Mead Square at 33 West Main Street.

Façade Improvement Program – Now in its third year the Façade Improvement Program has funded 10 projects for a total of \$11,284. Funding for this program comes from the Urban Renewal Agency and the LDC.

Train Excursions – The inaugural train event will take place on August 9 & 10, 2008 with passenger trains boarding from the Village Hall parking lot. Invitations for the VIP excursion are being mailed this week, the VIP ride takes place at 9am on Saturday August 9th, after that there are rides at 11am and 1pm which are open to the public. The LDC is the lead on this event and much time is being spent on the planning and implementation of the first train rides.

Ms. Rayburn noted that a group of people within the Train Committee is preparing paper work to form a separate 501 (c) 3, Friends of the Railroad group, to take over the

operation of the excursions. Ms. Rayburn noted her questions/concerns regarding this proposal: Who will oversee the operation, where does the LDC fit in, where does the Village fit in, and since this project was started with funding from the Town of Victor's Strategic Plan/Village Revitalization Committee, how does the Town fit in?

Mr. Holden asked how much money has been spent to date towards the train excursions event. Ms. Rayburn noted that between money spent and money committed to be spent, the amount is approximately \$5,000. The Committee has requested additional funds.

Ms. Rayburn stated that there will be other excursions after August 9th & 10th. What ongoing role would the Board like the LDC to have? Ms. Rayburn noted that there are six Train Committee members.

Ms. Bamann stated that the funds are provided by tax payers of the Town of Victor. She would like a meeting with the Train Committee to: receive an update of their activities, documentation of what the money is being spent for, a budget, a plan and what members are overseeing what activities.

Mr. Holden agreed that the LDC Board needs to define what role they are going to have with the train excursions. The Community is very excited about the passenger excursions. Finger Lakes Railway Corp has a very good track record with running passenger excursions in other communities. How involved does the Village, the LDC or the Urban Renewal Agency (URA) become?

Mr. Holden noted that the land use agreement between the Village and Finger Lakes Railway Corp is still unresolved. Mr. Holden stated that he had asked John Turner, Director of Public Works, to submit a quote for work to be done regarding the ingress and egress off of Maple Avenue. The work entailed safe pedestrian walkways to the passenger excursion area that included partially covering the drainage hole and pouring a concrete pad for the trolley building. The quote was for approximately \$10-12,000.

Mr. Walker asked who sets the ticket prices. Ms. Rayburn stated that Finger Lakes Railway Corp uses a formula to determine the percentage that would go to the LDC. Ms. Rayburn noted that the ticket prices are \$13.00 & \$15.00. The total sales from the tickets would be totaled, after deductions for any expenses are taken by Finger Lakes Railway Corp the balance is divided between the LDC and Finger Lakes Railway Corp. Finger Lakes Railway Corp also runs their own excursions and the LDC would not receive a percentage.

Ms. Rayburn noted that Deb Najarro, Finger Lakes Railway Corp, has requested items that can be given out on group excursions such as: "goodie bags" from local businesses, along with contact information and a list of things to do in Victor.

Ms. Bamann noted that the LDC Board had decided that Ms. Rayburn would not be involved in events, unless they were business related, and that the Town of Victor Parks & Recreation Department would be involved in community events.

Mr. Holden noted that he and John Turner, Director of Public Works, went and viewed the trolley building from the road only, due to the fact that the property owner was not at home. Mr. Holden would like to have himself, John Turner; Troy Paige, Town of Victor Highway Supervisor; and Greg Welch, Contractor, to go and view the building and devise a plan on how to move & possibly renovate the structure.

Mr. Holter noted that the group of people who are working to form a separate 501 (c) 3, Friends of the Railroad group, need to understand that the entity that is formed will be separate from the Train Committee that is under the LDC.

Ms. Rayburn noted that the LDC needs to know what the long term plan is for the Friends of the Railroad group.

Ms. Bamann noted that she needed to leave the meeting for another appointment. Mr. Holden stated that the Board would vote on the Resolution of Support for the Town of Victor 2008 Transportation Enhancements Program Grant application.

Resolution #27-08LDC

Resolution Supporting the Town of Victor, 2008 Transportation Enhancements Program Grant Application

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

WHEREAS, the New York State Department of Transportation (NYSDOT) is administering the Transportation Enhancements Program (TEP) to provide federal reimbursement for projects intended to benefit the traveling public, increase transportation choices and access, enhance the built and natural environment, and provide a sense of place. Among the projects eligible for reimbursement are the provision of bicycle and pedestrian facilities; and,

WHEREAS, NYSDOT is currently administering a round of solicitations for transportation-related projects, with applications for funding due June 27, 2008; and,

WHEREAS, the Town of Victor is planning to request TEP funding to construct sidewalks along High Street and to connect to the Village's sidewalk system; and,

WHEREAS, High Street is an important highway corridor that has experienced substantial growth and development during the past decade and which provides access to the Village of Victor, the Campus of the Victor Central School District, the YMCA and the Valentown Museum; and,

WHEREAS, High Street is heavily used by Town and Village residents to access these facilities and services and there presently is no safe alternative to the use of motor vehicles to access these facilities.

NOW, THEREFORE, BE IT RESOLVED, that the Victor Local Development Corporation fully supports the proposed High Street Sidewalk Project, and finds that the proposed project furthers the objectives outlined in the Main Street Enhancement Plan adopted by the Village of Victor on February 18, 2002 and the Joint Strategic Plan being developed by the Town and Village and will improve pedestrian and bicycle access while improving safety and encouraging alternative modes of travel; and exemplifies intermunicipal commitment to strengthening public services.

Leslie Bamann exited the meeting at 9:15am.

Resume Executive Director's Report.

33 School Street – Ms. Rayburn noted that she met with the Chairpersons of the Planning & Zoning Boards and Mr. Holden to present a list of about 100 prospects that the LDC and the building owner have spoken to as possible tenants. The purpose of the meeting was to determine what “grocery” meant and what the options were for that property. The outcome of the meeting was that even if there are multiple tenants occupying the 10,660 square foot space, they all had to be food related.

62 School Street, Vortek – The LDC has been discussing options for this company to remain in Victor. They have outgrown their current location and are looking to relocate. The LDC introduced them to the space at 7200 Rawson Road, the former MD Knowlton building, and they are in negotiations.

Town Courts – The LDC is involved with the search for a new location for the Town Courts. Their lease will expire in 14 months and a Task Force Committee was set up to look into what options are available. Tim Brown and Suzy Paquin put together a booklet for the Task Force Committee showing available land to build and existing buildings to purchase. The Task Force Committee agreed that the next step is to discuss the option of purchasing the current Town Court building.

End of Activity Report

Mr. Powers asked if Slice of Napa was returning to Victor. Ms. Rayburn noted that Brandon Wiggins, owner of Slice of Napa, is currently renovating the building at 90 West Main Street and hopes to reopen soon.

Mr. Holden stated that he has an additional question for Mr. Van Dyke regarding the train excursions. Is there additional liability coverage that the LDC should have? Mr. Van Dyke noted that the LDC has comprehensive liability coverage which extends to any

functions, activities or events. Mr. Van Dyke suggested requesting certificates of insurance from the other organizations that are working with the LDC.

Discussion followed regarding the property agreement with Finger Lakes Railway Corp, approval from the Ontario County Board of Supervisors regarding the property agreement and whether to mail the VIP excursion invitations.

Mr. Holden noted that Bob Graham, Town of Victor Fire Marshal, had emailed an article that appeared in a model train magazine about Main Street Victor. The article pictured East Main Street and noted how to replicate it to scale for a model train set.

Business Outreach Specialist Report

Tim Brown noted that he has been giving numerous property tours and is working with several developers.

Job Fair – Mr. Brown has been working with Finger Lakes Work force and Eastview Mall to plan the Victor Job Fair. The Job Fair will be held on Tuesday, August 19, 2008, in the Bon Ton wing. The goal is to have approximately 30 businesses participate. Eastview Mall will also have their own table for their tenants. Invitations will be emailed out July 1st, and will be followed up with visits. This Job Fair will be free for the vendors, Finger Lakes Work Force normally charge \$99.00 per vendor.

Mr. Walker asked about the Stuart Horse Trials. Ms. Rayburn stated that the event will be July 16th – 19th, and she has asked for volunteers to work at the concierge desk. The concierge desk will be located in the stabling area and will be staffed when the competitors and their families arrive and register. Maps of Victor and menus from local restaurants are among some of the items that will be available.

Adjournment

Meeting was adjourned on motion at 9:45am.

Suzanne Paquin, Village Clerk