

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, January 28, 2020 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT: President Rebecca Melton
 Treasurer Liz Biehler
 Director Mike Guinan
 Director Scott Thon
 Executive Director Kathy Rayburn
 Minutes Clerk Sue George

MEMBERS ABSENT: Chris Caruana

OTHERS PRESENT: Village of Victor Mayor Gary Hadden and Vince Pettrone

Meeting was called to order by President Rebecca Melton at 6:01pm.

Salute to the flag.

(Within this report Victor Local Development Corporation will often be referred to as VLDC)

Nomination of Board Member

The following board member terms have expired:

Mike Guinan

The board voted unanimously to retain Mike Guinan on the board. He accepted the nomination.

Director – Mike Guinan – Term expires 1/2023

Resolution #01-20VLDC

Acceptance of Minutes

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated December 17, 2019

Financial Report

Payment of Bills – Abstract #1

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Business Connection Balance sheets. The unpaid invoices totaled \$2693.99.

Resolution #02-20VLDC

Payment of Bills -VLDC

On a motion made by Mike Guinan, seconded by Scott Thon, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$2011.79.

Resolution #03-20VLDC

Payment of Bills – Victor Business Connection

On a motion made by Scott Thon, seconded by Mike Guinan, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear for on the balance sheet totaling \$682.20. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #02-20VLDC and #03-20VLDC were included in the Balance Sheet totaling \$ 2693.99

Public Comment

Mayor of Victor Gary Hadden inquired into the rationale was for changing the by-laws. (Kathy's report below describes the change.) Kathy explained how the discussion came up at the December meeting, while in Executive Session to discuss a future board member.

Gary reiterated how and when the VLDC became funded by the Town and how he felt there should be some kind of representation on the board by the village. This makes sense to him since a good share of what the VLDC does revolves around the Village. Kathy assured him it still will.

Gary also came to the meeting on Carol's behalf as she was surprised by receiving the resignation letter so quickly. Kathy let Gary know that she and Carol have since talked and explained that the resignation letter is a standard form we use for all resignations and because of their prior conversation Kathy attached it to an email she was sending Carol. She sent it because in a previous conversation with Carol, Carol had said that she

was going to talk to Kathy a couple of months prior and she felt she was no longer the best fit for the board.

The board assured the Mayor that the Village was and will continue to be one of the main priorities of the VLDC. The board does have village representation as there are two business owners and a Village resident.

The board has to have board members with specific skill sets to be able to help with the direction the board is trying to move in.

Liz asked if she could be a liaison for the Village? Rebecca asked what would be expected of a Liaison. Gary said it was up to the VLDC board and assumed the Village would want the liaison to report once a month to the Village board.

Gary asked about the by-laws and why the Town board member liaison is staying in the by-laws? He mentioned The Town A fund and the Village tax payers to pay into that. Rebecca assured Gary that they would meet with Supervisor Marren to get clarification on the A fund and report back to Gary. Village residents pay Town tax and they do contribute money to the VLDC for the Victor Business Connection.

Mike Guinan was appointed on the VLDC board before he was a Town board member and then assumed the liaison duties to the Town.

The topic then changed to the bypass that is in the works in the Village and there was much discussion

Scott left the meeting at 6:36 but was phoned in to stay active for voting and participation purposes.

Rebecca asked that Gary to reiterate to the Village board that we all want and need to work together for the good of this Village and Town.

Gary thanked the board for their time and exited the meeting at 6:40pm

Kathy's report was given to the board prior to the meeting.

Executive Director Report
January 2020
Economic Development
Victor LDC

Reporting Period: January 2020

Business Outreach/Connections

Chamber of Commerce Bright Raven Gymnastics Annabel Elizabeth Boutique 60 Maple Avenue – Chris West Trader Joes – cold call Fresh Market – cold call	Busy Bean Coffee Sweet Basil Café – New Bus. Reading Terminal Market
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Adams Street Extension project – As outlined in the Route 96 Corridor Plan, the Adams Street Extension project is a high priority. The Town applied for and received grant funding from the Consolidated Funding Application (CFA) round to plan for this project. The funding requires a match which Supervisor Jack Marren, Kathy Rayburn and Ed Flynn of LaBella Associates need to discuss regarding project parameters.

Victor Business Forum – Victor Business Connection (VBC) - In order to be confident that the VBC is supporting the businesses as intended, Kathy coordinated a focus group on January 14th that was facilitated by a representative from Causewave. The group consisted of 10 business owners and the discussion was very productive. Kathy is waiting for the report from Causewave and will be sharing that when it comes in.

Water Quality Improvement Project Program (WQIP) Grant – Town Storm Water Sewer Geographic Information System (GIS) based MS4 Mapping – Final reimbursement request submitted to NYSDEC on 01/09/2020. Wes Pettee of LaBella Associates will coordinate a meeting to review final report from this project.

VLDC Strategic Plan Implementation – The Board agreed to focus on two areas from the plan: Incubating Entrepreneurs and Marketing Victor. Based on that decision two projects have emerged that will support these efforts:

Developers Forum (marketing Victor for business attraction) –The board decided on June 4th as the date for the forum and the presentation portion will be held at Town Hall. A sub-committee met this week including Kim Kinsella, from the Planning and Building Dept., to begin planning the day. Kim will be assisting us with various pieces of the event but most importantly identifying sites to be featured during the event. The guest list will include developers, real estate brokers and potential business owners in this area as well as Syracuse and Buffalo.

We will regroup with Harris Beach and LaBella Associates to coordinate as they have worked on these initiatives in other communities. We will also include discussion with the County IDA.

Incubating Entrepreneurs –We need to fill vacancies and there are two components to this:

Business plan contest - this is a creative way to fill vacancies, attract businesses that will complement the surrounding businesses and will have a Village focus. Board member Chris Caruana is engaged in this project utilizing his skill and we are currently working on gathering examples of similar contests and incentives.

Microenterprise Loan Program – this is an application process through CFA where the VLDC would apply for \$200,000.00, and if awarded, we would utilize the funds as grant money to businesses we are trying to attract. Kathy has received a quote from Labella Associates to assist in applying for this grant and will review with the board at the January meeting.

Downtown Revitalization Initiative (DRI) grant – With the completion of the Village revitalization plan, Access Management, Rt. 96 Corridor Study and the Comprehensive Plan we are in a good position to apply for \$10 million in grant funding through the CFA process. Kathy accepted a quote from Labella Associates for the grant writing and assembled the team to begin the process. This initiative is a community effort (Town and Village) and will require a team effort. We are meeting again in February to continue identifying projects to include in the application and determine next steps and additional committee members.

Victor Library Relocation – Kathy is working on this project as a member of the building and grounds committee established to assist in the process of a new site for the Victor/Farmington Library. She attended the January Urban Renewal Agency meeting to discuss the existing Reverter Clause and the status of that being lifted. Her understanding is that there has not been a decision made and potential sites continue to be evaluated.

VLDC Board Updates – new board members, by-law change and time change-

Welcome to Vince Pettrone - at the January meeting the board will be accepting the nomination of Vince Pettrone to the board. Vince is filling the seat left by Bob Senn's departure in 2019. In December the board discussed changing the by-laws to remove the requirement of one board seat being for a sitting Village Board member. Kathy discussed this with Carol Commisso who understood and indicated that she did not think she was the right fit for the board. In addition to serving on the Village Board, Carol serves on the Urban Renewal Agency board and is leading the committee for the DRI grant so she will have her hands full. As a result of the December board meeting and the discussion with Carol, Kathy contacted the attorney to adjust the by-laws to reflect this change. Discussion will continue at the January meeting. The board will be

reviewing a resume from a potential new board member - Ted Rund Jr. – owner of Thirsty Turtle to potentially fill the vacancy of Carol’s seat/Village Board seat. The board will also be discussing changing the meeting time from 6:00PM to 8:00AM on the 4th Tuesday of the month to accommodate board member schedules more effectively.

16th Annual Victor Business Awards – This year the event will be held on May 7th. Sue has started coordinating the timeline for the various elements that need to get done. We will be sending out the nomination packet to committee members this week and posting nomination criteria on the website.

Kathy did receive Carols Commisso’s resignation letter.

Resolution #04-20VLDC

Approval of bylaws

On a motion made by Liz Biehler, seconded by Mike Guinan the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the new VLDC bylaws.

Kathy discussed changing the meeting time to 8:00a.m. from the 6:00p.m. time it is now. Meetings would still be held the 4th Tuesday of every month (unless otherwise stated).

The Board unanimously voted yes to changing the meeting time to 8:00a.m.. Sue will post the Public Notices required as well as a legal notice to the newspaper.

Resolution #05-20VLDC

Appointment of Board Member

On a motion made by Liz Biehler seconded by Scott Thon, the following resolution was ADOPTED 4 AYES 0 NAYS

Resolved, Vincent Pettrone was nominated to fill the board seat vacated by Bob Senn. Senn. Vince Pettrone accepted the nomination.

Director – Vincent Pettrone - Term expires 1/2023

The following Board members were interested in an Officers position for 2020.

Appointments of Board Members

The following have accepted their Board positions:

Resolution #06-20VLDC

Mike Guinan nominated Rebecca Melton for President, it was seconded by Liz Biehler. Rebecca Melton accepted the President position and the board approved.

5 AYES 0 NAYS

President – Rebecca Melton – Officers position expires 1/2021

Resolution #07-20VLDC

Rebecca Melton nominated Liz Biehler for Secretary, it was seconded by Scott Thon. Liz accepted the Secretary position and the Board approved.

5 AYES 0 NAYS

Secretary – Liz Biehler – Officers position expires 1/2021

Resolution #08-20VLDC

Mike Guinan nominated Liz Biehler for Treasurer, it was seconded by Rebecca Melton. Liz Biehler accepted the Treasurer position and the Board approved.

5 AYES 0 NAYS

Treasurer – Liz Biehler – Officers position expires 1/2021

The Position of Vice President is currently held by Chris Caruana. This appointment has been deferred until the February meeting as Chris was unable to attend this meeting.

2020 Annual Organizational Business Appointments

Resolution #09-20VLDC

On a motion made by Liz Biehler, seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS

2020 Meeting Dates –

The meeting dates for 2020 will continue to be the fourth Tuesday of every month at 8:00 a.m. at the Victor Town Hall, with the following exceptions:

The November meeting will be held the third Tuesday of the month, November 17th

The December meeting will be held the third Tuesday of the month, December 15th

Designate Bank-

Canandaigua National Bank & Trust is the bank of record.

Designate Newspaper for Legal Notices-

The newspaper of record will be the Messenger Post.

Appoint Attorney-

Law firm Harris Beach, PLLC., will be retained as necessary for legal work for the Victor Local Development Corporation.

Appoint Accountant-

Accounting firm, University Accounting & Tax Services, will be retained as necessary for financial needs for Victor Local Development Corporation.

Appoint Executive Director-

Kathleen Rayburn as Executive Director of the Victor Local Development Corporation.

Resolved, that the above 2020 Organizational designations and appointments BE APPROVED

Scott left the meeting via the phone call

President's Report

Rebecca, Chris, Scott, Kathy and Kim Kinsella met last week to discuss the "Developers Forum" which is in the beginning planning stages but set for June 2020. Mike Guinan described the Board's ideas of the forum to Vince Pettrone.

There was much discussion and ideas amongst the board regarding the forum. Vince shared his thoughts and opinions on this venture, looking at it through a realtors eyes. Kathy would like to include Vince in the next forum subcommittee meeting.

Rebecca, Chris, Scott and Kathy also met with a potential board member who is Victor business owner. Ted Rund, Jr. of Thirsty Turtle, who is very active in the community and has been a long time business owner in Victor.

He has many ideas and is ready to get to work for the board. Rebecca passed out his resume to the board and the board will discuss a nomination at the February meeting.

Open Discussion

Kathy would to meet with the loan committee and then have them contact Northeast Archery and meet with him for a review of his loan. When they last met with him it was said they would reconvene in 6 months and it has been that.

Sue will be creating some sort of payment form for the loan applicants instead of invoicing every month. If there is a missed payment or a late fee, she will then send out an invoice. This was under the suggestion of the VLDC accountant.

Kathy handed out the revised budget.

Kathy also explained the loan program to Vince.

Adjournment

Meeting was adjourned on motion at 7:10pm

Sue George, Minutes Clerk