

Payment of Bills -VLDC

On a motion made by Mike Guinan, seconded by Carol Commisso, 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 \$1466.16.

Resolution #31-19VLDC

Payment of Bills – Victor Business Connection

On a motion made by Carol Commisso, 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 \$625.00. Invoices are to be paid out of the Victor Business Connection account.

Note: Resolution #30-19VLDC and #31-19VLDC were included in the Balance Sheet totaling \$ 2091.16

Executive Director Report

No formal report this month:

First topic: Lisa Hubler, Ruby Meetings & Events provided and update for the Victor Business Connection (VBC). Last month's meeting the board discussed allocating the profits from the Victor Business Awards Luncheon to the VBC. The board wanted Lisa to update the board before deciding to allocate the funds and answer any questions they may have. There was discussion on whether to allocate the funds for specific functions of the VBC.

Lisa listed the three main events the VBC is working on and the progress of those events.

1. The Downtown Bash – September 7th from 4pm to 10 pm partnering with Devil Dash 5K Run/Walk
2. Spooktacular Victor – October 25th and October 26th
3. Jingle Mingle – December 6th

Lisa talked about some ideas Kathy and she had discussed to get the business owners more engaged with volunteering and participating. She recognizes how busy the business owners are and that they are stretched thin but she still needs to have them engaged.

Rebecca asked about marketing these events, particularly radio ads. Lisa does plan on using radio again to advertise but it is pricey. We will also be offering pre event ticket sales.

Carol asked how Lisa was doing with sponsors for the event as Lisa had passed out the form they are using to obtain sponsors. Calls and in person visits are being made. Lisa also sent the sponsor form out in the VBC newsletter.

Carol asked if it would be beneficial to Lisa to use those funds for an assistant for her. Kathy said that more of the administrative tasks will be shifting towards Sue, giving Lisa relief from the tedious day to day tasks. Kathy wants to try using Sue before hiring an assistant for Lisa.

Lisa also mentioned how efficient the new website has been for her. She can just ask Sue or our website developer to put the events information up for her, and it gets done quickly.

Liz asked if Lisa had ever utilized school groups, such as Honor Society, Key Club, or the sports teams to volunteer or perform a task needed to be done for an event. Lisa told her that we have used different groups in the past and she plans on touching base with them again. Rebecca suggested reaching out to the coaches and much discussion took place on different ways to get these groups involved.

The board talked about the sponsor effort and Mike mentioned that board members may know an owner or department head that they could contact as far as asking to sponsor and that Lisa should utilize the board members for that. Liz suggested tweaking the sponsor form to add a "volunteer" section at the bottom, for those that would gladly do that but don't know about it. Lisa agreed and said she is also putting a volunteer form up on the website.

After much discussion the board was comfortable allocating the funds to the VBC for events and marketing events.

Allocation of Funds

Resolution #32-19VLDC

Allocate Funds from proceeds of Victor Business Awards Luncheon

On motion of Liz Biehler, seconded by Scott Thon, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, the VLDC approved allocating \$6290.91 to Victor Business Connection for marketing and event purposes.

1. Kathy reviewed the new website with the board on the overhead screen. She referenced the events on the website, and also explained if people sign up or buy tickets through the website an excel sheet for Lisa and Sue will be produced. Rebecca asked if we keep the email addresses from information gathered on the website to use for event notification purposes.

2. Kathy wanted to show the board the yard signs we had made up for the Façade Improvement program. To help gain more publicity for the program we will put the yard signs up during the project. We did get a permit from the Village that will allow us to do this. Sue will be contacting the applicants to let them know our plan and for them to advise us on when they start their project.
3. Liz mentioned that she knows of a business owner that may be looking for a loan. Kathy will reach out to the person.
4. Kathy let the board know that Ed Flynn will be coming to the August meeting to help answer questions on the strategic plan. Kathy asked the board to be prepared for that meeting.

Kathy looked at the list of potential projects and talked about different ones. The two that the board and Kathy seemed most interested in were incubating entrepreneurs and marketing Victor.

The strategic plan aligns with the Village's Revitalization plan, and Carol has started meeting with a group to begin implementation. Kathy wants to determine how to most effectively dissect our strategic plan. We discussed possibly assigning tasks to two people and also how to integrate our work with the village plan.

It was agreed that the board would wait for Ed Flynn to let them know what direction to go in. Kathy would like to have some questions ready for Ed prior to the meeting. The board needs action items.

There was much discussion on ideas of the strategic plan.

President's Report

No formal report this month

Open Discussion

Carol reminded the board about the village event National Night Out on August 7th at Mead Square parking lot. She mentioned that there are booths available and Liz said she would look into it as Allstate does safety booths at times.

Adjournment

Meeting was adjourned on motion at 7:28pm

Sue George, Minutes Clerk