

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, May 23, 2017 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:	President	Glenn Cooke
	Vice President	Bryan Powers
	Secretary	Diane Camelio
	Director	Mike Guinan
	Director	Robert Senn
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

MEMBERS ABSENT: Treasurer, Rebecca Melton

OTHERS PRESENT: Victor Merchant Group-Tim Maher, Victor Chamber of Commerce-Mitch Donovan, Village of Victor Trustee- Carol Commisso and Attorney- Reid Holter

Meeting was called to order by President Glenn Cooke at 6:01pm.

Salute to the flag.

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

Board Member Vacancy

Mayor Gary Hadden has asked Village Trustee Carol Commisso to be a Director on the VLDC Board as the village liaison.

Resolution #23-17LDC

Appointment of Board Member

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

Resolved, Carol Commisso accepted the nomination, filling the position vacated by ex-Deputy Mayor Brad Pearson.

Director – Carol Commisso - Term expires 1/2018

Carol was sent the meeting material enabling her to vote on remaining meeting Resolutions.

Resolution #24-17LDC

Acceptance of Minutes

On a motion made by Bryan Powers, seconded by Mike Guinan, the following resolution was ADOPTED 5 AYES 0 NAYS 1 ABSTAINED- Carol Comisso

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated April 18, 2017

Financial Report

Payment of Bills – Abstract #5

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$7184.84.

Resolution #25-17LDC

Payment of Bills - LDC

On a motion made by Bryan Powers, seconded by Bob Senn, the following resolution was ADOPTED 6 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$7114.96.

Resolution #26-17LDC

Payment of Bills – Victor Merchants Group

On a motion made by Diane Camelio, seconded by Mike Guinan, the following resolution was ADOPTED 6 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 \$69.88. Invoices are to be paid out of the Victor Merchants Group account.

Note: Resolution #25-17LDC and #26-17LDC were included in the Balance Sheet totaling \$ 7184.84

Privilege of the Floor

Mitch Donovan informed the Board that Jessica Nava, the Board President of the Victor Chamber of Commerce, was unable to attend as planned. Kathy said she was always welcome to attend future meetings. Mitch reiterated that Jessica will want to establish a relationship with this Board and she has already met with Kathy and Supervisor Marren.

Mitch Donovan mentioned that he was just there to listen, offer advice and answer any questions that may arise pertaining to the Merchant Group discussions and how the Chamber is or will be involved.

Merchants Initiative Discussion

Kathy discussed with the Board the current status of the situation with the Victor Merchants Group (VMG). Last fall, Kathy met with Tim Maher and Jack Dianetti, VMG Co-Presidents and proposed that the VMG come under the VLDC umbrella as a sub-committee. At that time, the VMG was looking at all possibilities and considering separating from the VLDC altogether.

After several months, Tim and Jack circled back and requested the VMG become a sub-committee under the VLDC. They are just too busy to devote the time it needs and no other merchant has shown interest in directing it. There still needs to be a committee and there is opportunity to bring other groups in to be a part of it, such as, the Victor Chamber, Parks and Rec, Village/Town and, of course, the merchants/business owners.

There are several steps to taking this on and one of them is to obtain the inventory and the funds that the VMG has. The VMG bank account will be maintained separately, as it is now. Kathy wants to be sure the transition is handled correctly with regard to the annual audit, particularly the movement of fund. She asked the VLDC Attorney, Reid Holter, to attend the meeting for his advisement.

Tim Maher said he felt the VMG has outgrown the manpower he or Jack Dianetti can give it, with their own businesses growing. He feels the services the VMG provide should continue and that they are needed as well as enjoyed by the community.

Glenn asked, "Who in fact, will be running the events in the future?" He feels we don't have the capability to run the events out of the VLDC office.

Kathy stated that before all of this came about, she and Mitch had met with the Village about funding and perhaps hiring an events director or coordinator. Kathy knows that we will need a "working" work group to help run and coordinate the events.

Mitch said that neither he nor Kathy want to be event coordinators and with just some of his events, he has hired staff to help him. We need a clear outline on job duties and events this person would do.

Kathy said she feels the first thing is to talk to these merchant/business owners and get a clear idea of what they want from this group. Do they want just events? Do they want cross-promotion? Do they want both? She needs a clear picture of what is needed to proceed. She also asked about the inventory and asked Reid if we should take a formal inventory count when it comes over to the town hall. He said it was not

necessary but could be done. There is also a laptop computer which Tim mentioned is practically brand new and they have approximately \$1100.00 in an account which would be transferred to VLDC by check for deposit.

Bryan asked how the Merchant Group becomes dissolved, but it has never formed a 5013C or any other entity and has always been somewhat under the VLDC umbrella. He suggests that a letter should be written on VMG letterhead stating that they are "dissolving" as they are now, regrouping under the VLDC umbrella and state they are 'gifting' us the inventory and monies. Tim asked if we are really dissolving it or retooling it and Bryan just wanted it clear that we are changing the way the VMG is operating and that it will be falling under a sub-committee under the VLDC. Reid Holter agreed with Bryan.

Tim said once everything gets formalized he will send out an official letter to the Merchants informing them of the change. Tim stated that there are no paid members for 2017.

Bryan also mentioned that about four years ago when we realigned the VLDC, it was determined was that we are no longer in the event business. Taking the VMG over, we are putting ourselves in the event business again. Bryan would rather see this go under the Victor Chamber of Commerce umbrella. Mike Guinan said that basically with the sub-committee it will almost act as it does now. Kathy reiterated just because the VMG will be under the VLDC umbrella it does not mean she will be running it. That is exactly why she has clarified with Mitch at the Chamber, the Village mayor, Parks and Rec. Additionally, she will be clarifying with the merchant/business owners. Mike Guinan doesn't see the VLDC role changing as it stands now as long as the sub-committee is strong and has a good Coordinator plus. He also noted that as long as we are handling the financial aspect, we are involved.

Kathy understands the need for continued discussion. Her concern is that events will start to happen, and even though the VMG has nothing planned, there are events coming up that the Merchants should be involved in. Also if we are going to hire someone, she would like to be able to do that and get them engaged as soon as possible. Mike suggested we reach out to the merchants for participation in the workgroup. Kathy said a joint letter could go out about the changes, and add a call to action in that letter.

Kathy and Tim can create that letter.

Kathy's objective at this meeting, whether it is a resolution or not, is to move forward regarding the inventory and funds. She wants to begin working with all the entities she has talked about and get a workgroup going. Until a decision is made nothing can be done, there is no concentrated effort being promoted, and the merchant activities are in a holding pattern.

Mitch believes if there is a change, he sees this summer as an exploration of what the merchants want on a broad basis. He expects events more than likely kicking off after the first of the year. This should be a learning year with hiring and flushing out a job description and reporting from the committee.

Diane Camelio questions Tim about the membership dues and how the events worked with the Merchants. Mitch asked about how many members were active as far as working/planning events. Tim said usually about 5 or 6 people.

The Board did endorse this concept last summer. Glenn feels the Board should move forward cautiously with monitoring. If we find we are back in the event business, we should shut it down. We need to support them and handle the finances but not handle the events ourselves.

Resolution #27-17LDC

Victor Merchants Group (VMG) gives a donation

On a motion made by Mike Guinan, seconded by Carol Commisso, the following resolution was ADOPTED 6 AYES 0 NAYS

Resolved, the VLDC accepts a donation from the VMG of inventory and monetary items and to form a work group to proceed with the VMG/VLDC outlined proposal that has been discussed. The Board authorizes Kathy Rayburn to work with VMG leaders and reach out to the Victor Merchants to explain what is occurring regarding the formation of a workgroup and the need for their participation.

Whereas, with further discussion Bob Senn proposed that an amendment to the above Resolution be made. He feels that we should obtain the inventory and a workgroup be formed but then the Board should have Kathy report back before the VLDC goes any further as to the next step for the Merchants initiative.

Resolved, the Board accepts to amend Resolution #27-27LDC per the discussion.

On a motion made by Bryan Powers, seconded by Carol Commisso, the following amendment was ADOPTED 6 AYES 0 NAYS

President's Report

Glenn said the Route 96 study he is involved with is moving along and it will provide the Town/Village very practical and implementable recommendations for the traffic situation on Route 96. The members of this study committee are actually going on a bus tour of Route 96 corridor. The study should be completed in September.

Executive Director Report
May 2017

Business Calls/Assistance

Frank Spezio- 160 School Street owner
 IDI Billing solutions – space sub-lease
 Waffle Splits Ice Cream – start-up
 West Construction – Village development project
 Saporifique – New business location assistance
 Northeast Archery – Loan applicant
 Ferris Terrace – Meeting with Village board representatives
 Gourmet Goodies
 Cork 49 – Start-up
 Roosters
 Healing Hands
 O’Brien’s
 Pediatric Dentist looking for office space

Chamber Ribbon Cuttings: Final Touch

Business Awards Ceremony – May 4th –GREAT EVENT! We had 144 attendees this year and a full slate of sponsors, some of which have supported this event year after year. Kudo’s to Sue George for all of her efforts with invoicing, seating arrangements and coordinating with Cobblestone Country Club. Thank you notes have gone out to all of the sponsors and head table guests as well as a letter to each award winner with their award photo. Sue has also posted pictures of the event on the VLDC website. Below is a breakdown of expenses vs. income of the event for the last three years.

	2015	2016	2017	2018
Expenses	7,246.68	7,239.97	6,078.40	
Sponsors	4,320.00	5,050.00	5,800.00	
Paid Registration	5,504.00	4,790.00	4,142.00	
Total Profit	2,577.32	2,600.03	3,863.60	\$4,200.00 Goal

Victor, NY Mobile App – “Everything Victor” – The 2nd test went out on May 16th and we are reviewing feedback. Kathy has contracted with Coyne Design for the production of marketing materials to support the launch to users. An email blast went out to over 100 businesses on 5/16 to sign up for the app and we have started to receive the forms back from businesses. The launch date is set (FIRM) for June 12th

and Kathy will be coordinating the business sign up to target a minimum of 50 businesses by the launch date.

Developers Forum – I will be suggesting to the board that we reschedule this forum to September. As it was previously scheduled for June 22nd Kathy has not been able to devote any time to planning it with the Business Awards luncheon and the launch of the Mobile App. The purpose of the forum is to establish direct lines of communications between builders, developers, real estate agents and Town/VLDC staff. This will be an avenue to promote incentives, process etc. It will be an invitation only event and we will be developing that list with the assistance of planning & building.

Kathy wanted to let the Board know that she reached out to Glenn to let him know that the tentative June 22nd date for the Developers Forum can't be done. She has had no time to work on it. Glenn wanted her to let the Board know that and look for a tentative end of September date. The Board was fine with the new fall timeframe.

Façade Improvement Program – The submission deadline was Friday May 12th and we have received eight applications. The projects submitted include signage and landscaping. Carol Commisso (Village Trustee & VLDC Board), Michele Chalupa (Village URA), Sue George and I will meet after the VLDC board meeting to review the applications and then submit them to the Village Code Enforcement officer for review.



Hike & Bike Victor, NY – As part of this initiative with a team of Chauncy Young, Mitch Donovan, Brian Emelson and Tom Bullinger of VB Brewery we are on our way to promote Victor as a Hiking & Biking community. The logo above has been developed, materials are being crafted for an informational package that will go out to merchants to get them involved, and we are promoting the effort at National Trails Day on June 3rd and the Memorial Day Parade. This will continue to gather momentum as we push it out to businesses, residents and visitors.

Rt. 96 Steering Committee – Katie Evans asked Kathy to coordinate the information page for the Town website for this initiative. She pulled information together for Suzy Paquin to upload and we reviewed it with the consultant – TYLin. It is available now for public viewing.

Miscellaneous but relevant: Represented the Town at the quarterly meeting of the Finger Lakes Community College Advisory committee; attended the Chamber of Commerce Food & Brew event; on June 2nd Kathy will be attending Assemblyman Kolb's Women's Forum.

Kathy also asked Bob Senn to handle an assignment and she asked him to talk to the Board about what he is doing for her.

Bob explained that Kathy gave him VLDC, Town, Village and County documents and handouts to consolidate. The objective will be to have all the information incorporated into a single page or double sided single page. Currently, there are packets with an abundance of different documents which are expensive and a waste of money because most people do not read them. The purpose will be to provide a quick snapshot of what we do, highlighting the VLDC, Town and Village first and then all others below. It will list brief descriptions of our loans, initiatives, phone numbers, contact information, etc..

Kathy has wanted to do this for quite a while but it always seems to be put on the back burner and she thanked Bob for taking on this task.

Adjournment

Meeting was adjourned on motion at 7:03pm

Sue George, Minutes Clerk