

A regular meeting of the Victor Local Development Corporation (VLDC) was held on Tuesday, July 18, 2017 at the Town Hall, 85 East Main Street.

MEMBERS PRESENT:	President	Glenn Cooke
	Treasurer	Rebecca Melton
	Bob Senn	Director
	Mike Guinan	Director
	Carol Commisso	Director
	Executive Director	Kathy Rayburn
	Minutes Clerk	Sue George

MEMBERS ABSENT: Bryan Powers and Diane Camelio

OTHERS PRESENT: Mitch Donovan, Victor Chamber of Commerce President and Jessica Nava, President of the Victor Chamber of Commerce Board of Directors

Meeting was called to order by President Glenn Cooke at 6:00pm.

Salute to the flag.

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

Privilege of the Floor

Mitch Donovan thanked the VLDC for the time and mentioned that he and Kathy have been working on several projects together and turned the floor over to Jessica Nava.

Jessica wanted to introduce herself and told the Board a little bit about herself. Her goal as President of the Board of Directors is to drive collaboration amongst different community organizations. She feels we are all trying to accomplish the same goal and it's important that we communicate, elaborate, and integrate with each other. She mentioned that she has had some conversations with Kathy and she really just wanted to attend a VLDC Board meeting to meet the Board and get a feel for the VLDC.

Resolution #31-17LDC

Acceptance of Minutes

On a motion made by Carol Commisso, seconded by Rebecca Melton, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, that the Victor Local Development Corporation accepts the minutes from the meeting dated June 27, 2017

Financial Report

Payment of Bills – Abstract #7

The Board reviewed the invoices to be paid from the Victor Local Development Corporation/Victor Merchants Group Balance sheets. The unpaid invoices totaled \$4678.01.

Resolution #32-17LDC

Payment of Bills - LDC

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

Resolved, that the Victor Local Development Corporation has reviewed and approved invoices for payment that appear on the balance sheet totaling \$4608.13.

Resolution #33-17LDC

Payment of Bills – Victor Merchants Group

On a motion made by Mike Guinan, seconded by Bob Senn, the following resolution was ADOPTED 5 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 #32-17LDC and #33-17LDC were included in the Balance Sheet totaling \$ 4678.01

Merchants Initiative Discussion

Kathy mentioned she and Glenn met with Tim Maher yesterday and agreed to amend the Victor Merchant Group (VMG) inventory letter, as Tim suggested some changes be made before they sign it. Kathy sent an email with a copy of the letter out prior to the meeting for the Board to review the changes.

There are two items that the VLDC Board members are questioning.

1. The \$43.19 remaining Petty cash- Tim said the cash has been expended but can provide no receipts for those expenses. The Board feels this is unacceptable.
2. The approximate \$1100.00 residing in a separate account was discussed. Tim Maher said his board would retain those funds for 12 months until they are satisfied that this new workgroup and structure are benefitting Victor businesses. At that time, if they are satisfied, they would transfer the money over to VLDC. After 12 months, if the workgroup was not performing to their satisfaction, they would use the money to start up their own group.

At the May meeting Tim attended, he told the VLDC that the monies would be turned over along with the inventory to the VLDC.

Attorney Reid Holter had advised Kathy previously that the \$1100.00 was collected during a time when we were going to separate from the VMG. Those funds were not retained in our account, therefore we have no real claim to it. Every board member is against this and feels it is very unethical. The VMG really has no authority to decide "our performance" in a year. Kathy had reached out to Reid again prior to the meeting but has not heard back at this time.

Board members are questioning if past/current VMG Merchant members are aware of the following:

1. There is approximately \$1100.00 in funds accrued from VMG events while they were participating members
2. Those funds are in an account or have any information about that account
3. Those funds are not going to be used to benefit the new direction of the group

If turned over to be deposited into the VMG account, the money could help pay for the new Event Coordinator or supplies for meeting/events, among many other things.

The Board wants either the \$43.19 in cash or receipts equaling that amount. One Board member felt, for audit purposes, we should send a certified letter requesting the \$43.19 with a call to action date. This may appease the auditors. Kathy agreed to ask Reid to send the certified letter out also. Kathy will reach out to him and at this time the revised letter will not be sent out.

Kathy is now calling the VMG the Victor Business Group, as stated in her Executive Director report, she and Mitch have hired an Event Coordinator. Her first assignment will be to meet with the business owners, introduce herself, and find out how they like/want to be communicated with as it varies amongst the business owners.

Resolution #34-17LDC

Event and Promotions Coordinator for the Victor Business Workgroup

On a motion made by Mike Guinan, seconded by Carol Commisso, the following resolution was Adopted 5 AYES 0 NAYS

Resolved, Victor Local Development Corporation approved to hire and enter into agreement a signed contract with Lisa Hubler, Ruby Meetings and Events, 5149 Wyffels Road, Canandaigua, New York 14424, to coordinate events and promotions guided by VLDC and the Victor Business Workgroup.

Funding for hiring Ms. Hubler as a sub-contractor will be coming from the VLDC merchant account with contributions from the Victor Chamber and Village of Victor.

Committee Action Review

Finance/Business Loans- Glenn reported that currently there are two loans pending; one for the Village loan and one for the Town. Rebecca reported on meeting with the applicant for the Town loan provided by the County. There is \$18,480.00 available which will complete the County's request of using the funds in a two year period. Kathy will go back and request more funding.

Resolution #35-17LDC

The Victor Local Development Corporation's Business Development Fund Loan to Jason Minnamon, Northeast Archery Academy & Shooting Center

On motion of Rebecca Melton, seconded by Bob Senn, the following resolution was ADOPTED 5 AYES 0 NAYS

Resolved, to accept the Loan Application of Jason Minnamon, Northeast Archery Academy & Shooting Center, under the Victor Business Development Fund Loan. Pending approval after we receive/review the following required paperwork: Personal Guarantee, Financial, and three years of Tax returns along with the commitment to keep all purchased equipment at the Victor Facility. The amount of the loan shall be **\$18,480.00** with interest at an annual rate of zero percent (0%). However, a fee will be paid at the time of loan origination. The fee is 2.5 (2.5%) percent of the principal for each year of the loan term (60 months) totaling **\$2,310.00**. This fee will be payable from the proceeds of the loan. Loan payments are due by the first (1st) of the month beginning **November 1, 2017**.

Glenn reviewed and reported on the Village loan applicant, she is looking to expand her business. She is looking for \$17,000.00. Rebecca will be abstaining as this applicant is her tenant.

Resolution #36-17LDC

Victor Local Development Corporation (VLDC) Village Loan Fund (Nozzolio Grant) to Julie Hobart, Healing Hands Wellness Studio, 61 School Street

On motion of Mike Guinan, seconded by Carol Commisso, the following resolution was ADOPTED 4 AYES 0 NAYS 1 ABSTAIN (Rebecca Melton)

Resolved, to accept the Loan Application of Julie Hobart, Healing Hands Wellness Studio, under the Village Loan Fund (Nozzolio Grant). The amount of the loan shall be **\$17,000.00** with interest at an annual rate of zero percent (0%). However, a fee will be paid at the time of loan origination. The fee is 2.5 (2.5%) percent of the principal

for each year of the loan term (60 months) totaling **\$2,125.00**. This fee will be payable from the proceeds of the loan.
Loan payments are due by the first (1st) of the month beginning **November 1, 2017**.

Grants/Property- No Report

Communications/Community Relations- No Report

President's Report

Glenn has been working on the pending loans and with the Victor Merchants Group and also the Route 96 Corridor Study Committee. Glenn passed out an immediate release on the study and talked about the public survey and the public workshop on August 3rd.

Executive Director Report **July 2017**

Business Calls/Assistance

West Construction – Village development project
Soporifique – New business opening
Northeast Archery – Loan applicant
Healing Hands – Loan applicant
Roosters – new business opening
Railside Market & Café – PR/Marketing recommendations
Global Urban Enterprise – Location Assistance
Toptica – joint meeting with OCEDC, location assistance
Code 2

Victor, NY Mobile App – “Everything Victor” – The IOS version of the App launched on June 12th and the android version July 11th. Fifty businesses have signed up and Sue just completed a mailing to 90 additional businesses with more to do. We are utilizing the promotional materials designed and created to attract users and businesses – in-store displays, window decals, rack cards, print ads and mailers. Kathy is working on estimates for phase 2 development which will include addition of school events, business account log-in and enhanced push notifications.

VLDC Loan Activity – The VLDC has two revolving loan programs, one targeting Village businesses and one targeting businesses located in the Town. The separation of the funds is a result of specifications set when the VLDC received funding through former Senator Nozzolio’s office which stated use for Village activities. We then

appealed to the County Economic Development department for funding to begin offering revolving loans to Town businesses.

Village Loan Fund – total of \$115,000 loaned for building improvements, working capital, equipment purchases. Two loans are active – one will be paid off in Dec. of 2017 and the other has 4 more years. One loan is pending and waiting for committee approval.

Town Loan Fund – obtained funds totaling \$50,000 and we have one active loan in the amount of \$30,000 and one pending and waiting for committee approval.

Very successful program and the VLDC is looking at ways to grow the funds and continue marketing to local businesses.

Façade Improvement Program – The submission deadline was Friday May 12th – seven applications have been accepted for funding: four are for building signage, the others are landscaping, porch repair and awning replacement. Five of the projects will be funded by the VLDC and the other two through Urban Renewal funds based on the building locations. Projects must be completed by October 31st to receive funding. The program provides for a 50/50 match of the project costs up to \$2,000.



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 continue to look at opportunities to promote Victor as a Hiking & Biking community. The initiative will be promoted on August 2nd at Victor Community Block party.

– (Channel 8 will be on-site at this event) and on September 9th – Hang Around Victor Day. The group is still working on ideas to tie the trail use in with the local businesses. Kathy has found examples of similar initiatives through the VLDC membership in the National Main Street Organization. Brian Emelson is working on updated trail signage to incorporate the multi usage availability of the trails and we are discussing signage to direct users to businesses at key access points.

Victor Business Workgroup – In March, Jack Dianetti and Tim Maher met with me and requested that the VLDC board consider taking the merchant activities that were run by the Victor Merchants Group (VMG) under our umbrella and organize a committee of the VLDC to plan them. This was discussed with the VLDC Board and agreed to pending transfer of inventory and remaining funds collected from one event run in 2016 and two in 2017. The VLDC issued a letter outlining inventory and remaining funds in coordination with the VLDC attorney and are waiting for the terms to be finalized by the VMG.

In the meantime Kathy has worked with Victor Chamber President Mitch Donovan and reviewed how to collaborate on events and promotion efforts so that all of Victor

benefits. It is obvious that many organizations in Victor are working hard to gain support of their organizations and causes and often collide with event dates and participants. What's been identified is that there is an overall lack of communications amongst organizers and attendees and we are working to correct that.

Together we have found an event/promotions coordinator who will work on a contract basis under VLDC and the direction of the Victor Business Workgroup (new committee). We had our first meeting of the workgroup July 11th and had 10 business owners attend providing solid information and agreeing to the need to continue this effort and participate. We are going to focus on the events already scheduled for Town and Village for the rest of 2017 to increase attendance and business participation (*Hang Around Victor Day, Downtown Sidewalk Sale, Small Business Saturday, Farmers' Market, Movie in the Park, Cruise Nights, Christmas in the Village*). A new "walk" will be organized for October. Funding for the event coordinator is coming from the Village, VLDC/Town, and Chamber.

Miscellaneous but relevant: I will be leaving for the Adirondacks on my annual family vacation beginning July 20th and returning to the office on July 31st!



Kathy wanted to review a few things not mentioned in her report. Kathy has researched general liability insurance regarding events. VLDC is a member of the New York Main Street Organization and Kathy found general liability insurance through National Trust from the New York Main Street Organization that the VLDC is a member of. That policy package is for special event liability and volunteer accident for \$800.00 yearly. She will have them send an invoice.

Glenn asked Mitch what insurance he uses. He also uses Nationwide and said he was completely covered. So now Kathy will go back and look into our existing general liability policy as it's the same as what we need.

Kathy just had a budget meeting with Finance Director Barb Cole. Her next step is to meet with Supervisor Marren and Barb Cole. Barb did not see any issues with what Kathy presented to her. There are two increases, one being a VLDC website redesign and the other is the Mobile App updates/maintenance. She meets with them August 3rd then a series of workshops following that.

Open Discussion

Mitch mentioned that he does not pay for Constant Contact as the Chamber is a not-for-profit. He offered the possibility that we might be able to use the Chambers' subscription. Kathy will look into the price structure of Constant Contact as we are a not-for-profit also.

Mitch was present last month when Supervisor Marren spoke at the VLDC meeting and he has asked the Supervisor to also speak at one of the Chamber meetings. Mitch feels that it is logical for the VLDC and the Victor Chamber of Commerce to keep working together on Economic Development and promotion of businesses and looks forward to the concept of not limiting activity to just Main Street or just retail. The Chamber definitely wants to work with the VLDC as far as Economic Development for business attraction and retention.

Glenn feels that the VLDC needs to be an avenue for economic development in Victor.

Mitch also mentioned that he included the Railside Market Café and also the Route 96 Corridor Survey in the Chamber newsletter.

Glenn thanked both Mitch and Jessica for attending and invited them back anytime.

Adjournment

Meeting was adjourned on motion at 6:48pm

Sue George, Minutes Clerk