

Farmington CHAMBER COMMERCE

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Farmington Chamber Recognizes Rose Kleman's 26 Years as President

And Honors 2009 Business of the Year FSI Systems Inc.

The Farmington Chamber of Commerce recognized Rose M. Kleman's 26 years as President at a dinner held in her honor on September 15, 2009 at Finger Lakes Gaming and Race Track. The chamber also honored 2009 Business of the Year FSI Systems Inc. and its President John Malvaso.

Nearly 80 business members and guests attended the evening festivities, emceed by chamber board member Marc A. Mothersell. A very special opening ceremony featured the United States Marine Corp Color Guard, who led attendees in the Pledge of Allegiance and the singing of the national anthem. Co-chairs of the event were Diane Mordue, Chamber Treasurer, and board member Sherry Canzano, who enlisted the participation of the Marine Corp Color Guard.

Cal Cobb, the chamber's newly elected president, briefly described Rose's many accomplishments, then presented her with a certificate of appreciation on behalf of the board of directors and a personal special red rose. Ed McGuigan, Ontario County Humane Society, who has known Rose for many years, also spoke to her decades of honored service. Rose then addressed the audience, enumerating the chamber's outstanding successes during her tenure as president, thanking those who supported her during this historic time. Next, presenting State Resolution Bill # J2814 in appreciation of Rose's many years of dedicated chamber and community service, was State Assembly Minority Leader Brian Kolb (R. 129th Dist.) on behalf of State Senator Michael Nozzolio (R. 54th Dist.) who was unable to attend.

Cal then introduced the 2009 Business of the Year award to John Malvaso and FSI Systems Inc. John recognized his dedicated staff for their important contribution toward winning the award. He also spoke about the chamber's newly formed adjunct called the Farmington Business Council (FBC) he was asked to Chair.

The featured speaker for the evening was State Assembly Minority Leader Brian Kolb. Assemblyman Kolb stressed the need for the state legislature to stop the bipartisan bickering and perform its elected task of serving the needs of the people of New York State.

Closing off the evening's celebration, Cal emphasized the chamber's renewed dedication to serving its member businesses on every level possible and welcomed the audience to visit the chamber web site at www.farmingtoncofc.com, which is now being updated more frequently, for news about the many upcoming exciting chamber events scheduled through 2010. He thanked the chamber board of directors for their hard work during the past year and the giving of their time as volunteer members. He also mentioned the new chamber business directory now in the mail to members and the colorful chamber brochure recently printed and left at each table setting as part of the chamber's new profile as it looks to a healthy and prosperous future for its growing number of member businesses, now standing at nearly 140 strong. "Farmington is a growing community," he said. "Come, grow with us."



Farmington President Cal Cobb reads inscription on plaque from Chamber Board he presented to former President Rose Kleman at her special Service Recognition Dinner held the evening of Sept. 15 at the Farmington Gaming & Racetrack facility. Bob Kleman looks on. Rose served as Chamber President for over 25 years.



Farmington Chamber 2009 Business of the Year award recipient FSI Systems Inc. President John Malvaso, holding plaque, enjoys the moment with FSI Systems employees Peter Farrell and Maureen Murphy at the Chamber's special Recognition Dinner.

For more photos see page 4.



Grand Opening of Farmington-Victor Family Chiropractic

Ph: 585-869-5120 • Fax: 585-869-5121

Cal Cobb, Farmington Chamber President, (left center), holds portion of ribbon used in the Sept. 28, 2009 Grand Opening Ribbon-Cutting ceremony of Dr. Marianne Santell's (center) new chiropractic office located at 1235 Rte. 332 Suite A in Farmington. She is Rochester's only PGA/PSC certified chiropractor, specializing in golf injuries. She has over 9 years experience in chiropractic care and will be offering massage therapy services at the office as well. Six members of Farmington's chamber board were present for the joint ribbon cutting between the Farmington and Victor Chambers. Victor Chamber President Mitch Donovan is shown holding ribbon on right.

Other Farmington Chamber Board members present were: Rose Kleman, Vice President, Sue Stehling, Secretary, Bob Kleman, Directory Coordinator, Bob Arlin, owner Avanti Travel and Car Rental and Ginger Bedard, Vice President of Buffalo Hotel Supply Co. Inc.

Chamber Responds to Call for Food and Staples Donations

Due to the increase in requests for food and supplies, the Victor Food Cupboard issued a call for more donations. Farmington Chamber of Commerce was happy to answer that call and purchased food and supplies for this worthwhile community service. "We will continue with donations twice each year and look forward to our next shopping spree in November," said Chamber Donations Coordinator Diane Mordue. Our Board of Directors decided a summer donation would also be helpful, as many people often think of donating primarily at Thanksgiving and Christmas. We hope others will remember the needs in our community and give as they are able.

President's Message

It was quite a celebration!

The evening of September 15 at the Finger Lakes Race Track provided plenty of fond chamber memories as many of our business members and friends joined with us to recognize Rose Kleman's 26 years as Chamber President and to honor FSI Systems Inc. as 2009 Business of the Year.

I believe it also set the tone for what I see as a chamber with an expanded vision for the future. Yes, expanded vision. We now field an eleven-member board representing nearly every type of business and industry in Farmington. Our meetings fill the town hall conference room each month as we work through a growing agenda of action items designed to fulfill our motto and then some: "Come, Grow With Us."



Cal Cobb,

There is an air of excitement of reaching for new goals and aspiring to new challenges as we near the end of the first decade of the 21st Century. We are rolling up our proverbial sleeves to expand the role of the chamber in the Town of Farmington.

One major initiative was the formation of the Farmington Business Council. The Council, comprised of the town's top business and industry leaders, is designed to meet the specific needs of our local business members. It is the Chamber's business-to-business think tank or mastermind group. Read more about this visionary new venture in Chairman John Malvaso's FBC Update in this issue. John, as many of you know, is President of FSI Systems Inc., one of our leading industries here in Farmington, and winner of the 2009 Business of the Year Award.

Atop the major Chamber challenges is the proposed Farmington Four-Corners Beautification Project. We envision park benches, decorative brick curbing, and much improved landscaping in our Farmington facelift. It will be a total town effort. With the concurrence of Farmington Town officials, landowners, and political representatives, we hope to host a groundbreaking in the spring. Our goal is to make the town even more attractive to outside business interests. In addition we will be proposing that the State reduce the speed limit to 45 mph a legal distance north and south of town on Route 332. We hope this "beautification package" will stimulate business within the Farmington Four Corners and beyond.

So, you see, we have expanded our vision for Farmington business and commerce, and this is but the first chapter of many more chapters in the Farmington Chamber's book of "New Beginnings."

Thank you.

Cal Cobb, President, Farmington Chamber of Commerce
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Degear Farm Days



Dave and Carol Degear celebrated their 5th Annual Degear Farm Days on Sept. 13, 2009. Here Dave drives the tractor pulling a wagon teeming with family and friends over the "back 40" at the Degear

Farms in Shortsville, NY. There was plenty of food in the pole barn for the hungry guests and a good time was had by all. Members of the Farmington Chamber Board were also on hand to share in this annual farmland festivity. Dave is Chairman of the Farmington Town Planning Board and loves to work this beautiful piece of cropland in his spare time.

Welcome New Members!

- Snowbird Cottage** – 1378 Beaver Creek Road, Farmington, NY 14425
- Jason's N.Y. Pizzeria** – 6081 Route 96, Farmington, NY 14425
- Finger Lakes Times** – 218 Genesee Street, Geneva, NY 14456
- Lyric Arts Academy** – 5970 Route 41, Farmington, NY 14425
- Northwestern Mutual Finance** – 345 Woodcliff Drive -Suite 162, Fairport, NY 14450
- Snap Fitness** – 1560 Route 332, Farmington, NY 14425
- J.D. Chapman Agency, Inc.** – 66 Main Street, Macedon, NY 14502
- Frontier Communications** – 37 Millard Street, Dundee, NY 14837

Farmington Business Council Report

By John Malvaso President, FSI Systems Inc., jam@fsisys.com

There's plenty going on these days with the FBC, a newly formed group working as an adjunct, an addition, to the Farmington Chamber of Commerce.

FBC is the Farmington Business Council, a group made up of some business owners here in town. We've been 'in business' since April of this year. Our charter is to

look at issues and items that effect businesses here in town either positively or adversely, and then see if we can do anything to change things.

For instance, it's quite obvious that with the closing of Park Place due to the fire, there's no full service restaurant here in town anymore! We approached the town and asked about what plans they may have going forward to attract other restaurants. Ron Brand, Farmington Town Planner, graciously agreed to come in and speak to us regarding the master plan and what we could do to help in this process as well. Stay tuned to future newsletters for breaking information!

The FBC is made up of the following members – Jan Veomett, president of Ingleside Machine, Ginger Bedard, VP of Buffalo Hotel Supply, Mark DiFelice, VP of DiFelice Construction and myself. Cal Cobb, Chamber President, is also a member of the Council.

The largest task we've taken on so far is in the 'facelift' of the four corners area that we all know as the corners of Routes 332 and 96. That's our downtown area. Along with the Chamber, we've undertaken the task of a beautification project involving one or more of the corners consisting of public seating in a landscaped area complete with paver blocks and bench seating. The plan will be presented to the Town board sometime this winter and full details will be unveiled then. In order to support this new pedestrian traffic and in order to address a potentially dangerous traffic problem before it happens, we have begun the task of requesting a speed limit change on Route 332 from roughly the Collette Road intersection South to County Road 41. The current speed limit is 55 mph and we're going to ask for a reduction down to at least 45 mph, along with enforcement.

To further improve our chances of success with this we have received a pledge from Eric Massa, our U.S. Congressman, to help in Albany to get this done. Eric pledged his support at a business meeting held by the FBC in August. Farmington Town Supervisor Ted Fafinski backed this up by letting us know the town will re-petition the DOT in Albany outlining this potentially dangerous traffic-pedestrian issue at the four corners.

As the project unfolds we'll need some additional help in areas such as landscaping and the public offering of customized paver blocks to be sold to area businesses and individuals to help fund the project. Everyone in town, through purchase of a paver block with *their own name engraved on it* can own a piece of this exciting project as well as help to brand "Downtown Farmington".

Finally, the FBC is interested in expanding its membership. We are looking at adding a member company or two – if interested please contact me directly via email.

(John Malvaso is Chairperson of the Farmington Business Council)

JAMEN

TELEVISION

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Farmington Fire & Safety Expo Big Hit!

The annual Fire & Safety Expo hosted by the Farmington Volunteer Fire Department and the Chamber of Commerce on October 10, 2009, was again a bit hit with families that traveled from throughout Ontario County to join in the activities at Fire Hall #2 located at the intersection of Route 96 and Hook Road.

Moms, dads, and youngsters were treated to a day of fire safety education exhibitions and lots of fun things to do and plenty to eat. There were fire trucks to climb aboard, Jaws of Life extrication, child fingerprinting and photo IDs, SWAT team rappelling, Ambulance Corps blood pressure screenings, kids min-fireman's activities, Ontario County Sheriff's K-9 Demonstration, and Child Safety Seat Check and passport applications and photos from the U.S. Post Office in Farmington. We can't forget the children's squeals of delight in "The Bouncer" or all the "goodies" they put in their free backpacks, such as balloons, pens, and stickers; that plus the free food for all.

What a day!

The Chamber would like to personally thank the Farmington Volunteer firefighters and event coordinator First Assistant Chief Phil Robinson for the Department's fervent dedication in promoting fire safety education. It is our pleasure to co-host this important community event each year.

Tourism Alliance Meeting Offers Added Benefits

Tour Chair Sue Stehling attended the Finger Lakes Tourism Alliance's Ontario County Partner Outreach Presentation on September 17, 2009, at the Inn on the Lake.

Tourism Trivia: With every \$1.00 spent on tourism, there is a \$9.00 return.

It was a chance to get to know about tourism related projects that the Alliance is currently working on that will assist us to be more successful in future tourism endeavors. The Farmington

Chamber's partnership with the Alliance has many benefits other than tourism. It offers free listing on their web site, Travel Guide and Mini Guide bold listings, access to regional resources, partner to partner discounts, free literature exchange, and tourism lobbying, to name a few.

The Finger Lakes Region has been enjoying a good amount of positive press recently, especially after being deemed "One of the World's Best Lakeside Retreats" by Sherman's Travel.

Reader Alert!

To help simplify the process of handling an increasing volume of chamber mail we are opening a new PO Box mailing address:

**Farmington Chamber of Commerce
PO Box 25001
Farmington, NY 14425-0001**

All future correspondence and publications regarding chamber business should use this new mailing address.

Special Recognition Dinner



Lauren and husband, NYS Assembly Minority Leader Brian Kolb, pose with Farmington Chamber Treasurer Diane Mordue, immediate right, and Board Member Sherry Canzano at Chamber's Recognition Dinner for Vice President Rose Kleman and 2009 Business of the Year.



Sue Stehling, Farmington Chamber Secretary, enjoys the Recognition Dinner program with Sandy Pagano of the Macedon Chamber. Photo by Ginger Bedard



Rose Kleman's grandson, Robert Vuichard, pictured here with his grandmother, was a surprise guest at Rose's Recognition Dinner. He traveled up from New York City just to be with her on this very special night. The happy reunion was filled with tears of joy. Photo by Ginger Bedard



Chamber President Cal Cobb stands with Marc A. Mothersell, emcee for the Special Recognition Dinner program. Photo by Ginger Bedard

News From the Desk of Director of Planning & Development

Glacier Lakes: In an effort to obtain funding for this project, the applicants have submitted a Federal Economic Stimulus Application to New York State Governor David Patterson's Office. The total amount of federal stimulus money requested is \$43 million. Until funding assistance has been held the project is on hold and there is no known date when the project will continue.

Finger Lakes Gaming & Racing: The first phase of a three phase capital improvement program at this facility has been completed with a new entrance from Route 96 and a new covered entrance into the gaming facility from the parking lot. The second phase involves additional VLTs and a new restaurant (Red Osier) and small conference facility. The third phase involves a new two-story hotel that will be operated in conjunction with the gaming facility. No timeline for completion has yet been established for these improvements, which we now understand, will be affected if Delaware North is successful in acquiring Aqueduct Raceway in New York. We look forward to these improvements and to the continued success of the gaming and racing facility.

Aldi's: Construction continues on the site and the new realigned access drive to the Plaza should be paved and open to traffic the first week in October. The approximately 15,500 square foot store is proposed to open to the public on November first.

Senior Housing for Route 332: This project has received Final Subdivision and Site Plan approvals from the Town Planning Board. Final design changes required are being made to the plans prior to signatures. The applicant's engineers are working with the State Department of Transportation on the final design of a left turn lane into the site from northbound traffic. This project was awarded \$8 million in Economic Recovery Funds from the State Division of Housing and Community Renewal. The applicant would like to break ground this fall and start construction on the two story senior housing project next spring. A key component for this project, on the west side of Route 332, will be the extension of a new town road south from the Aldi's site and then east to Route 332 creating a new signalized intersection in the future. On the east side of Route 332, there are plans for a new town road connecting with the west entrance to the Finger Lakes Gaming and Racing facility.

Section 3 Auburn Meadows: Section 3 of the Auburn Meadows Subdivision project consists of two phases, a northern phase extending east and then south off from Amber Drive. The new bridge culvert has been installed and fill material has been brought in. The applicant intends to construct the new segment of road prior to the end of November. The second phase of this project involves a new cul-de-sac street, Lillybrook Court, with 31 patio homes located in this area of the Auburn Meadows site. Currently, there are already six sites that have been sold with construction awaiting the completion of the new road. This portion of the Auburn Meadows site will be connected to a hiking trail being installed in Phase 3 North which will eventually link to the extension of the Auburn Trail.

Section 4 Auburn Meadows: Section 4 of the Auburn Meadows Subdivision project involves an additional 33 lots located north from Section 2 South, along Opal Drive, then westerly along Onyx Drive, then north and south along Clovertrail Drive to Amber Drive. This next section will have a connection to the adjacent project known as the Estates at Beaver Creek.

The Estates at Beaver Creek: The Planning Board has received an application for a 63 lot single-family development located along the north side of the Canandaigua/Farmington Town Line Road, just west of Phase 2 South of the Auburn Meadows Subdivision. This project proposes connection to Section 4 of the Auburn Meadows Project and includes approximately 20 acres of parkland to be combined with dedicated parkland in the Auburn Meadows Project. This project involves large single-family estate lots, many with wooded areas and overlooking Beaver Creek. The first phase of this project extending north from the Canandaigua/Farmington Town Line Road is expected to receive Final Plat approval on October 7th. Following that approval, site clearing and the

installation of utilities should commence this fall.

Park Place Restaurant: The walls are going up, as I'm writing this column, for the re-construction of a new restaurant facility on the prior footprint of the former Park Place Restaurant on State Route 96. The structure will be a single story containing 3,690 square feet of space. No date has been identified for the opening of this new facility.

At-Home Builders: The Planning Board will be starting construction this month, at their mini-warehouse facility on State Route 96, of a new sales office for At-Home Builders, Inc. For those who may not be familiar with At-Home Builders, the Company is owned by David Reidman, who also owns the Farmington mini-storage facility at this location. At-Home Builders completed the construction of the houses at Pheasants Crossing Subdivision Tract on Mertensia Road.

Value Auto Sales: A new used car dealership has opened for business in the Town. Value Auto Sales is located along the east side of State Route 332, just north of the plaza. This site was formerly occupied by David Waggorn and was used as a car, boat and rv sales.

Broadway Theatre League: The Town of Farmington, in particular land located at Finger Lakes Racing & Gaming Casino, is one of five final sites selected by the Rochester Broadway Theatre League (RBTL) for further consideration and evaluation. Town Supervisor Fafinski and I have met with Chris Riegle, President & General Manager of the facility to prepare a formal proposal for consideration. The principals at Delaware North, who is the owner of the land around the race track and casino, have gained the interest of a large developer from Buffalo who is interested in working on the formal proposal. Ontario County Tourism, County Planning & Development, County Industrial Development Agency and the County Manager's Office have all given their commitments to working together as part of the total team effort. The economic impact of this multi-million dollar facility upon the Town of Farmington, Ontario County and the Genesee/Finger Lakes Region is huge. The date for formal presentation to the RBTL is Thursday, October 29, 2009. The RBTL has stated that they expect to make a decision by the end of this year. In future articles I will provide more update information on the proposed facility and its location at Finger Lakes.

Urgent Care: The former Griffin Technology Building site, located at 6132 State Route 96, will be before the Town Planning Board on Wednesday, October 7, 2009 for Final Site Plan approval. This building is being renovated to serve as an urgent care facility. The site to the east is currently a vacant lot, which is also a part of this application. A portion of that lot is to be used for share parking for the urgent care facility. A combined driveway is being proposed for both sites. Currently, there are no specific plans known for what type of commercial use is going to locate there.

ESL Automated Tellers: The Eastman Savings and Loan facility located at 1100 Corporate Drive (the large parcel at the south east corner of State Route 332 and Collett Road) will be before the Town Planning Board on Wednesday, October 7, 2009 for Final Site Plan approval for the construction of a two-lane automated teller facility on this site. Access to the new automated tellers will be from the existing driveway on Collett Road. Construction of this facility is anticipated to be complete and operational before the end of this year.

Bombace Wine & Spirits: Interior renovations are continuing at the former Juba's Tanning & Hair Salon located at the Farmington Commons Plaza (State Routes 96 & 332). Don reports that the new facility will provide an expanded wine facility with emphasis upon New York State wines. When completed, later this month, the facility will have the largest display of New York State wines.

Saratoga Crossing Phase I: Site work has begun on phase one of the 300-unit townhouse and apartment project located at the northwest corner of Plastermill Road and Gateway Drive. The first phase will include both townhouse and apartment units, as well as a new clubhouse and swimming pool. The developer hopes to have a model open later this year along with the clubhouse.



Farmington CHAMBER OF COMMERCE

PO Box 25001
Farmington, NY 14425-0001
www.farmingtoncofc.com




notes&news

- To find out more about joining the Farmington Chamber of Commerce, contact Cal Cobb at (585) 398-2861 or Rose Kleman at (315) 986-8182.. Business and commercial annual membership dues are only \$50! All Chamber Members will be listed in the Business and Membership Directory and will receive a copy of the *Come Grow With Us* Chamber newsletter.
- **Chamber web site: www.farmingtoncofc.com**
- To find out how to advertise your business in the *Come Grow With Us* Chamber newsletter, contact Cal Cobb at (585) 398-2861.
- The Farmington Chamber Board of Directors meets the second Monday of each month at 8 a.m. at the Farmington Town Hall at 1000 Cty Rd 8. This meeting is open to the public. All interested are encouraged to join!
- "COME GROW WITH US" Membership Committee– We welcome business and individual memberships. Annual Business Membership investment is \$50.00, individuals up to \$25.00. New members may include a business/advertising flyer at no charge, in the "Come Grow With Us" Newsletter. This service is available to all chamber members at a nominal \$30.00 per insert. Visit our web site: www.farmingtoncofc.com

Member Health Insurance Benefits

For information about Excellus insurance benefits offered as a member in good standing of the Farmington Chamber of Commerce, please email or call Ray Weidmann. Email: Ray@RCWeidmann.com or

Excellus  barb@RCWeidmann.com or call (315) 986-3020 on Monday, Wednesday, Thursday or Friday and (315) 462-9484 on Tuesday. If you are out of the 986 or 462 area use (877) 880-4646. Please visit Ray's website for insurance plan details at www.RCWeidmann.com. Ray's fax is (315) 986-1715. The company name is Chamber Benefits Trust. Ray will be glad to explain the chamber plan and answer any questions you might have.

Calendar of Events

- **January 2010** – Annual Joint Chamber Dinner hosted by Farmington Chamber. Date, time and place to be announced on our web site: www.farmingtoncofc.com when confirmed.
- **February 5 & 6, 2010** – ISOC AMSOIL Snocross Snowmobile Championships at Finger Lakes Gaming & Racetrack. (See flyer insert.) Joint business promotional & marketing effort by Farmington, Shortsville-Manchester and Victor Chambers of Commerce.
- **Summer 2010** – Farmington Chamber Four-Corners Beautification Project begins. Appeal to State DOT to reduce speed limit to 45 mph above and below intersection of Routes 96 and 332.

Farmington Chamber Officers and Board Members

- Cal Cobb – Chamber President, Enviro Pros Group, Inc.
 - Rose Kleman – Chamber Vice President, Town Clerk
 - Sue Stehling – Chamber Secretary, Business Consultant
 - Diane Mordue – Chamber Treasurer
 - Robert Arlin – Avanti Travel Agency Avanti Car Rental
 - Sherry Canzano – Farmington Branch Post Office, Customer Services Mgr
 - Chad Flansburg – Phillips, Lytle, LLP, Attorney
 - Robert Kleman – Chamber's Blue Cross Representative
 - Ginger Bedard – VP Buffalo Hotel Supply Co. Inc.
 - John Malvaso – President FSI Systems Inc
 - Marc A. Mothersell – Northrup Materials, Territory Mgr
- Your Board of Directors meets the second Monday of every month at 8 a.m. at the Farmington Town Hall at 1000 Cty Rd 8. Chamber members are welcomed to attend each and all sessions.*