

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS OF THE SENECA FALLS DEVELOPMENT CORPORATION HELD ON MAY 26, 2016.

The Seneca Falls Development Corporation Board (SFDC) of Directors met on May 26, 2016 in the Generations Bank headquarters at 20 East Bayard, Seneca Falls, New York. Board members Joell Murney-Karsten, Menzo Case, Dave Delelys, Greg Lazzaro, Ken McConnell, Patrick Nugent and Jay Eastman were present. Greg Zellers attended to present his plan for the Farmers' Market. Dennis Scannell and Mrs. Anwei S. Law and Mr. Henry Law, curators of the Wonderful Life Museum, attended the meeting as members of the public.

Chairwoman Joell Murney-Karsten presided over the meeting and Mr. Eastman recorded the minutes of the meeting. Mrs. Murney-Karsten called the meeting to order at 6:04 PM.

Minutes

The minutes of the April 26, 2015 Board meeting were reviewed and minor corrections to the minutes were suggested. These corrections were accepted and the minutes were approved unanimously on a motion made by Mr. Case and seconded by Mr. Nugent.

Treasurer's report

Mr. Case provided the Treasurer's report. He indicated that the SFDC's audit fee of \$3,150.00 had been paid since the last Board meeting and that the only other expense was amortization. Mr. Case then indicated the cash held by the Seneca Falls Development Corporation (the "SFDC") as of the meeting was approximately \$91,576.

Mr. Eastman moved to accept the Treasurer's report. The motion was seconded by Mr. Nugent and carried unanimously.

Farmers' Market Update

Mrs. Murney-Karsten indicated that the Farmers' Market was doing well and that approximately 60 children children attended the most recent market.

New Business - Grant Proposals

Mrs. Murney-Karsten introduced Greg Zellers, the proposed new manager of the Seneca Falls Farmer's Market (the Market). Mr. Zellers then presented his background and plan for the Market. He began by briefly reviewing his resume (which includes strong marketing experience) and next discussed his plan for the Market. First, he wants to grow the Market rather than simply maintain it at its current small size. His belief is that the Market will substantially grow with better marketing. His marketing plan includes:

- Distributing 5,000 fliers with a new and consistent branding theme for the Market;
- Better use of the web and social media, for example,
 - Website highlighting planting seasons, vegetable availability, etc.;
- Facebook page;
- Seneca Falls app;
- More food vendors; and
- Better signage for the Market with new branding (1 small sign and 3 large signs).

Mr. Zellers stated that he will talk to all vendors at the Market for feedback but his primary focus this year will be to increase the number of visitors (i.e., customers) coming to the Market. He believes that: 1) making the Market somewhat more child friendly by incorporating activities oriented toward children; 2) including a music program; 3) adding more food vendors; and planning for additional vendor stalls to increase the variety of products available will all help to grow visitor attendance.

Mr. Zellers noted that radio advertising was used last year, however there were no metrics available regarding the effectiveness of that advertising. He also commented on the importance of maintaining a strong relationship with Cornell to assure their help and cooperation.

When Mr. Zellers concluded his presentation Mrs. Murney-Karsten thanked him for his participation and Mr. Zellers left the meeting. -

The discussion next turned to support of the Farmer's Market by Seneca Falls Development Corporation for the coming season, and the proposed budget for that support. Mr. Case indicated that the estimated budget included:

- \$2,500 for marketing related expenses;
- \$450 for insurance; and
- \$3,500 for Mr. Zellers' effort as described in a Memorandum of Understanding (MOU) previously circulated to the Board for review.

A motion to approve the budget for the Market, including Mr. Zellers' MOU, was as made by Mr. Case and seconded by Mr. McConnell. The motion unanimously carried.

New Business

The New York State Downtown Revitalization Initiative

Mr. Eastman began a discussion regarding the recently announced New York State Downtown Revitalization Initiative (DRI). The DRI program will provide \$10 million to one winning downtown district in each of the 10 economic development regions within New York State. The requirements for applying to the DRI program were discussed, including submission of a letter of intent to the Finger Lakes Regional Economic Development Council (FLREDC) by May 31st and completion of a DRI application by June 10th at 4:00 PM.

Following considerable discussion Mr. Lector commented that the SFDC should submit an application for the DRI program and indicated that even if the SFDC is not successful in this effort, it would provide detailed content that could be used in future grant applications. At this point Mr. Deleys moved that SFDC proceed to submit an application to the DRI program. His motion was seconded by Mr. McConnell and passed unanimously.

Finally, a discussion was initiated regarding the need to update the 2007 Seneca Falls Strategic Plan and that volunteers to assist in this process had stepped forward at the April 22, 2016 Economic Development Meeting. Following a brief discussion, Mr. Lazzaro moved that the SFDC and the volunteers be authorized to draft and update to the 2007 Strategic Plan. The motion was seconded by Mr. Deleys and passed unanimously. 5 October 2016

Strategic Plan Update

The status of the Strategic Plan Update was discussed. Mr. McConnell discussed his efforts to update the various employment and demographic statistics for the plan, Mr. Scannell outlined his progress in updating the current economic development initiatives implement in NYS, and in particular, through the Finger Lakes Region Economic Development Council, Mrs. Murney-Karsten discussed the tourism section, Mrs. Giovannini covered the National Women's Hall of Fame and the Women's Rights National Historic Park.

Following these plan update reports, Mrs. Murney-Karsten noted that the next two meetings regarding the Strategic Plan were scheduled for August 30th and September 20th. The intent of the September 20th meeting is to obtain final input so that the revision of the plan can begin.

Director of Economic Development Position

Mrs. Murney-Karsten stated that a job description for the Director of Economic Development had been posted in the Finger Lakes Times and on the Town's website. At the time of the Board meeting there 4 applications had been received, two of which were new and another two from were from individuals who applied previously and had been interviewed.

A committee to review the applications comprised of Mrs. Murney-Karsten, Mr. Case and either Mr. Delely or Mr. Lazarro representing the Town would be involved in review of the applications and the interview of the candidates. Mr. Lazarro stressed the need to keep the information supplied by each of the applicants confidential within the committee and the Board of Directors.

Canal Fest and Farm Days

Mr. Scannell reported his discussions with the New York State Canal Corporation to persuade them to choose Seneca Falls as the site for the October Canal Fest. He also indicated that the Chamber has expressed willingness to assist in bringing wineries and breweries to the event. He believes this event is one that can be used to build the attractiveness of downtown Seneca Falls for tourism. His estimate is that a budget of approximately \$5,000 is required to fund the start-up costs for a Canal Fest event.

Mr. Scannell also reported that approximately 65,000 people attended Farm Days. While Mr. Scannell was in attendance at the event he heard very good feedback about Seneca Falls such as "It is a nice place" and "It is a clean town". He indicated that in the coming years more should be done to take advantage of this large influx of visitors in order to further spread the word about Seneca Falls.

Executive Session

At 6:50 PM Mr. Lazarro requested that the Board meeting move into Executive Session. At this point Mrs. Murney-Karsten excused the members of the public from the meeting and Mr. Lazarro moved the meeting proceed into Executive Session. Mr. Nugent seconded the motion which then passed unanimously.

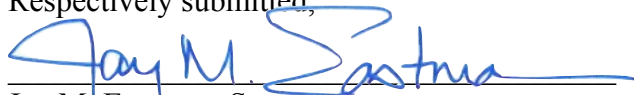
At 7:15 Mrs. Murney-Karsten moved that the meeting move out of Executive Session. Mr. Lazarro seconded the motion which passed unanimously.

Adjournment

Mrs. Murney-Karsten set the next SFDC Board meeting to be held on Thursday June 23, 2016 at 6:00 PM in the Generations Bank Headquarters facility.

There being no further business before the Board a motion to adjourn was made by Mr. Delelys at 7:20 PM, seconded by Mr. Eastman and carried unanimously.

Respectively submitted,



Jay M. Eastman, Secretary

23 June 2016

Date approved by the Board