

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS OF THE SENECA FALLS DEVELOPMENT CORPORATION HELD ON JUNE 23, 2016.

The Seneca Falls Development Corporation (SFDC) Board of Directors met on June 23rd, 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, and Jay Eastman were present. Board member Patrick Nugent was unable to attend the meeting. Ave Bauder, the Executive Director of the Seneca County Cornell Cooperative Extension (CCE) attended to discuss the Seneca Falls Farmers Market and Dennis Scannell attended the meeting as a member of the public.

Chairwoman Joell Murney-Karsten presided over the meeting and Mr. Eastman recorded its minutes. Mrs. Murney-Karsten called the meeting to order at 6:00 PM.

Minutes

Minutes of the May 26, 2015 Board meeting were reviewed by the Board and approved unanimously on a motion made by Mr. Delelys and seconded by Mr. Case.

Treasurer's report

Mr. Case provided the Treasurer's report. He indicated that Seneca Meadows had provided a \$3,300.00 donation to support the Farmers Market. He then stated that the expenses for the month were the first installment payment of the SFDC's support for the Farmers Market and the routine monthly recurring non-cash amortization expense. Mr. Case then indicated the cash held by the Seneca Falls Development Corporation (the "SFDC") as of the meeting was approximately \$95,000.

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

Farmer's Market Discussion

Mrs. Murney-Karsten introduced Mr. Ave Bauder, the Executive Director of the Seneca County Cornell Cooperative Extension which provides partial support for the Seneca Falls Farmers Market (the Market). It is Mr. Bauder's opinion that the Market is off to a strong start this year with 18 vendors having already paid their fees for the 2016 season and 2 food vendors were present at last Wednesday's Market. He indicated that the basic division of responsibilities for the Market between SFDC and CCE is that SFDC provides the funding for the marketing manager and the insurance necessary to operate the Market while CCE primarily provides payment processing for the SNAP EBT (Electronic Benefits Transfer) program for low and moderate income individuals and families and other ongoing logistical support. Finally, Mr. Bauder provided an overview of the 5 year financials (budget versus actual) for the Market.

Once Mr. Bauder concluded his presentation Mrs. Murney-Karsten thanked his for his participation and he left the meeting.

The discussion then proceeded to the business relationship between SFDC and CCE. At this point in time there is no formal agreement between the parties, and the need for a more formal relationship was discussed. Mr. McConnell suggested that SFDC consider 2016 to be a transition year and that the two organizations consider putting in place a formal memorandum of understanding (MOU) for 2017. There was general agreement among the Directors that this approach made sense.

At this point Mr Lazzaro moved that the 2016 vendor fee split between the CCE and SFDC would be that CCE would keep the fees for the vendors existing before 2016 season and SFDC would receive the fees for new vendors brought on board during the 2016 season. This motion was seconded by Mr. Case and passed unanimously.

New Business Grants

Mrs. Murney-Karsten began the discussion of grants by mentioning that the SFDC application for the New York State Downtown Revitalization Initiative (DRI) was not successful in achieving finalist status, but that the effort was extremely worthwhile and resulted in a great deal of material that will be useful for future grant applications.

The discussion then moved to the deadlines upcoming New York State grant opportunities. The two near term opportunities are the New York State Consolidated Funding Application (CFA) with applications submitted through the online CFA portal by 4:00 PM on July 26th. The second near term grant opportunity is the Restore New York program which requires the submission of a letter of intent (LOI) to Empire State Development by Wednesday July 13th.

Mrs. Murney-Karsten designated a committee comprised of Board members Murney-Karsten, Lazzaro, Case and Eastman and also Mary Sarratori to work on the Restore New York application. A motion to approve the Restore New York grant committee appointments and to submit a letter of intent to the Restore New York program was made by Mrs. Murney-Karsten, seconded by Mr. Delelys and passed unanimously.

Mr. Lazzaro suggested using Jean O'Connell's grant writing firm since the Town already has a formal relationship with the firm and a tentative meeting date with Mrs. O'Connell was set for Thursday June 30th from 12:30 to 2:00, pending acceptance of that date by Mrs. O'Connell.

Town Meeting

Mrs. Murney-Karsten informed the Board that she would be speaking at the next Town Board meeting at 7:00 PM on July 5th. Two of her objectives at the Town meeting will be to update the Board on SFDC's activities and solicit more volunteers to assist in the various SFDC activities.

Adjournment

Following discussion among the Board members Mrs. Murney-Karsten set the next SFDC Board meeting to be held on Thursday July 21, 2016 at 6:00 PM in the Generations Bank Headquarters.

There being no further business before the Board a motion to adjourn was made by Mr. Lazzaro at 7:30 PM, seconded by Mr. Mr. Case and carried unanimously.

Respectively submitted,


Jay M. Eastman, Secretary

21 July 2016
Date approved by the Board