

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS OF THE SENECA FALLS DEVELOPMENT CORPORATION HELD ON JULY 21, 2016.

The Seneca Falls Development Corporation (the "SFDC") Board of Directors met on July 21st 2016 in the Generations Bank Headquarters at 20 East Bayard, Seneca Falls, New York. Board members Joell Murney-Karsten, Menzo Case, Dave Delely, Greg Lazzaro, Ken McConnell, and Jay Eastman were present. Board member Patrick Nugent was unable to attend the meeting. Leonard Derenzo and Dennis Scannell attended as members 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 June 23, 2015 Board meeting were reviewed by the Board and approved unanimously on a motion made by Mr. Case and seconded by Mr. Delely.

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 consultant fees related to the Farmers Market, website costs and the routine monthly recurring non-cash amortization. Mr. Case then indicated the cash held by the SFDC as of the meeting was just under \$94,000.

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

Farmers' Market Discussion

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

New Business - Grants

Mrs. Murney-Karsten began the discussion of grants by indicating that two possible Restore NY proposals, due by October 3rd, were under consideration:

- 1) A project tied to Seneca Falls' "Its a Wonderful Life" theme;
- and
- 2) The possibility of a project related to the old hospital building.

During this discussion the possibility of combining the old town office property was also discussed as a possible addition to the second potential project.

Old Business

Meetings of the two community teams working on the update of the 2007 Seneca Falls Strategic Plan (the "Plan") took place since the last SFDC Board meeting in June. There are two separate groups of volunteers working this update, corresponding to the two appendices of the 2007 plan - Appendix I : Action Plan Matrix and Appendix II: Findings Report. The first meeting of the work group focused on updating the Findings Report appendix of the Plan was lightly attended and served primarily as an organizational meeting. Responsibility for leading the

updates the various sections of the Findings Report are:

- Mr. Ken McConnell - pages 3 through 9
- Mr. Scannell - pages 10 through 14
- Mrs. Murney-Karsten - pages 23 through 27
- Mrs. Giovanni - National Women's Hall of Fame section
- Mrs. Sarratori - Tourism and wineries

The second work group is focused updating the Action Plan Matrix and is focused on identifying five top action items that are important to Seneca Falls and represent "doable wins" in the near term. A few of the topics discussed by this group as possible "doable wins" included:

- 1) Attract new business through the development of a Seneca Falls marketing brochure targeted toward businesses, deploy a business oriented website and social media campaign and utilize the Seneca Falls mobile app in the business attraction campaign.;
- 2) Improve the quality of place by initially developing an inventory of vacant industrial and business buildings or space, so that these assets can be appropriately marketed.;
- 3) Extend the Cayuga - Seneca Canal Trail by creating a pathway under the bridge.;
- 4) The lights purchased for the Wonderful Life weekend need to be in place for this year's event.;
- 5) Develop champions and ways to highlight prominent individuals in the history of the Women's Suffrage Movement.

Mr. Case indicated that the next meeting of the Plan update groups would be held on Tuesday, August 30th at 6:00 PM in the Generations Bank Headquarters facility.

During this discussion it was also mentioned that the Seneca Falls Development Corporation's portion of the Town's website should be revamped and updated with more content.

Executive Session

Mr. Case moved that the Board enter Executive Session. Mr. Lazzaro seconded the motion, which was unanimously passed by the Board. At this point the members of the public were excused and the Executive Session commenced. Once the Executive Session discussion concluded, Mr. Case moved that the Board exit Executive Session, which was seconded by Mr. Lazzaro and carried unanimously.

Adjournment

Mrs. Murney-Karsten set the next SFDC Board meeting to be held on Thursday August 18, 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 7:30 PM, seconded by Mr. Eastman and carried unanimously.

Respectively submitted,


Jay M. Eastman, Secretary

18 August 2016
Date approved by the Board