

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS OF THE SENECA FALLS DEVELOPMENT CORPORATION HELD ON AUGUST 18, 2016.

The Seneca Falls Development Corporation (the "SFDC") Board of Directors met on August 18th, 2016 in the Generations Bank Headquarters at 20 East Bayard, Seneca Falls, New York. Board members Joell Murney-Karsten, Dave Delelys, Greg Lazzaro, Ken McConnell, Patrick Nugent and Jay Eastman were present. Board member Menzo Case was unable to attend the meeting. Jeanne Giovannini 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 July 21, 2015 Board meeting were reviewed by the Board and approved unanimously on a motion made by Mr. Delelys and seconded by Mr. McConnell.

Treasurer's report

The Board reviewed the Treasurer's report previously provided to the Board via email. Mr. McConnell moved to accept the Treasurer's report. The motion was seconded by Mr. Delelys and carried unanimously.

Mrs. Murney-Karsten commented that the Town Board, at its last meeting, allocated \$55,000 to the SFDC for the purpose of partially supporting the cost of hiring an Economic Director for the Corporation.

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 - Grant Proposals

Mrs. Murney-Karsten noted the grant proposal activities that were either under way or under consideration, including the Main Street CFA and the Restore NY program. She also noted that no other CFA proposals active at this time.

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. Delelys 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 September 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 7:20 PM, seconded by Mr. Eastman and carried unanimously.

Respectively submitted,


Jay M. Eastman, Secretary

20 October 2016
Date approved by the Board