

**Seneca Falls Development Corporation
Board of Directors Meeting Minutes
June 22, 2017**

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on June 22, 2017 in the Generations Bank Headquarters Board Room at 20 East Bayard, Seneca Falls, New York.

Board members Joell Murney-Karsten, Menzo Case, Dave Delelys, Jay Eastman, Greg Lazzaro and Ken McConnell were present. Patrick Nugent, was unable to attend. Also present at the meeting was Greg Zellers, Director of the Seneca Falls Development Corporation. Members of the public attending the meeting included Ami Ghazala Superintendent of the Women's Rights National Historical Park, Dennis Scannell, Doug Avery, Anwei Law and Henry Law.

Chairwoman Joell Murney-Karsten presided over the meeting and Mr. Eastman recorded the minutes. The meeting was called to order at 4:59 PM.

Prior Meeting Minutes Approval

The May 22, 2017 meeting minutes were presented for approval. The minutes were approved as presented on motion by Mr. Delelys, seconded by Mr. Case and unanimously approved.

Treasurer's Report

Mr. Case briefly provided the Treasurer's report. The Corporation currently has cash on hand of \$104,000. He also noted that the only significant financial activity for the period was payment of the fee for Mr. Zellers services, payment of \$3,200 for the Corporation's audit, payment of the Farmers' Market insurance and the amortization of the SFDC insurance expense. Mr. Case also noted that the Town's allocation for the Corporation has not yet been received, but the allocation amount is included in the Town's budget and is expected to be paid in July. Mr. Case commented that the actual expenses are, in the aggregate, right on budget. After a brief discussion by the Board, Mr. Eastman moved to accept the Treasurer's Report and the financial statements. The motion was seconded by Mr. Delelys and unanimously approved.

New Business

Mrs. Murney-Karsten reported that a meeting with the new grant writers and the Town had occurred and expressed her enthusiasm with the new team.

Mr. Eastman reported on the May 25th meeting of the Finger Lakes Region Economic Development Council, which included a presentation by Matt Horn, the Geneva Town Manager regarding Geneva's winning application for a \$10 million Downtown Revitalization Initiative (DRI) grant. The consensus of the Board was to submit an another DRI grant application in 2018. Mr. Case commented that everyone in Seneca Falls understand the goal of winning a NYS DRI grant in 2018.

The need to foster better coordination of the Planning, Zoning and Historic Preservation Boards. Mr. Lazzaro expressed the need for efficient approval of "shovel ready" projects by the three Boards.

The Report of the SFDC Director

Mrs. Murney-Karsten next asked Mr. Zellers to provide a report on the operations of the Corporation since the last board meeting.

Mr. Zellers began with a brief discussion about the Main Street grant program, and indicated that typically 115 applications are made to the State and 15 to 17 of these are funded. The State likes to see 7 project candidates in the application with a waiting of potential candidates in case any of the 7 candidates drop out. Currently Greg has 5 of the required 7 lined up. If not successful in finding sufficient candidates before this year's application deadline, perhaps an application can be submitted in 2018.

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Next Mr. Zellers discussed the status of the Farmers Market and noted that on Wednesday, July 5th the events for children would begin. The Market is currently experiencing 3,000 to 5,000 engagements per week on social media. Signs advertising the Market have been printed for distribution around Seneca Falls. Finally, Mr. Zellers suggested that if the Market was moved to an evening event it might be possible to double or triple the number of weekly visitors.

Mr. Zellers noted that his top level objective is to rebrand Seneca Falls. He then previewed a marketing brochure to be used in attracting businesses to Seneca Falls, and an updated and updated hard copy commercial property list both of which will also be available as a PDF download from the SFDC website. This preview of SFDC marketing materials catalyzed a discussion among the Directors concerning the need to update the Town's website.

At this point Mr. Zellers concluded his report and Mrs. Murney-Karsten thanked him for his work and report.

Directors and Public Comments

Mr. Scannell noted that the second Canal Fest would be held beginning on Friday July 7th at 5:00 PM and continuing through Sunday July 9th at 6:00 PM. He also noted that the World Canal Fest would occur in October and would be centered in Syracuse.

Next Meeting

Mrs. Murney-Karsten set the date for next meeting of the Board to be held on July 27, 2017 at 5:00 PM in the Generations Bank Conference Room.

Adjourn

There being no further business before the Board, upon motion by Mr. Case, seconded by Mr. Deleys and unanimously approved, the Board adjourned at 5:50 PM.

The SFDC Board Meeting was followed by a Community Workshop to discuss the Town's Strategic Plan update.

Respectfully submitted,

Jay M. Eastman
Secretary

11 July 2017

Date approved by the Board