

**Seneca Falls Development Corporation
Board of Directors Meeting Minutes
October 25, 2017**

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Thursday, October 25, 2017 in the Generations Bank Headquarters Board Room at 20 East Bayard, Seneca Falls, New York.

Board members Joell Murney-Karsten, Menzo Case, Jay Eastman, Greg Lazzaro, and Ken McConnell were present. Directors Dave Delelys and Patrick Nugent were unable to attend. Also unable to attend (due to illness) was Greg Zellers, Director of the Seneca Falls Development Corporation. Chairwoman Joell Murney-Karsten presided over the meeting and Mr. Eastman recorded the minutes. The meeting was called to order at 5:19 PM.

Prior Meeting Minutes Approval

The September 21, 2017 meeting minutes were presented for approval and were approved as presented on a motion by Mr. McConnell, seconded by Mr. Case and unanimously approved.

Treasurer's Report

Mr. Case provided a brief Treasurer's report. As of the end of September the Corporation had cash on hand of approximately \$145,000. Mr. Case noted that the only significant financial activity for the period was payment of the fee for Mr. Zellers services, and amortization of the SFDC insurance expense. He also stated that the Corporation had been running under budget for the entire year. At the conclusion of Mr. Case's report Mr. Eastman moved to accept the Treasurer's Report. The motion was seconded by Mr. Lazzaro and approved unanimously.

New Business

Two items were discussed under New Business. First, Mrs. Murney-Karsten discussed a meeting Mr. Lazzaro and Mr. Zellers had with the owner of the Seneca Falls Machine Company property and representatives of the Barton and Loguidice firm from Syracuse, The discussion centered on remediation of the site with the assistance of a New York State Brownfield grant.

Second, the need to organize a core group to spearhead planning for the Seneca Falls 2020 Celebration of the ratification of the 19th amendment to the U.S. Constitution was discussed. It was noted that the New York State 2020 effort is being led by Lieutenant Governor Kathy Hochul. Numerous ideas for the year long celebration in Seneca Falls were discussed.

The Report of the SFDC Director

Since Mr. Zellers was absent, Mrs. Murney-Karsten reviewed the items Mr. Zellers reported in an email to Board members sent earlier in the day. The items discussed from Mr. Zellers email to the Board included:

- 1) Brownfield Grant Pursuit – Meeting at Seneca Falls Machine;
- 2) Farmer's Market 2017 Closure on October 11th;
- 3) Social Media Training for Seneca Falls Businesses;
- 4) Town Marketing Package - Update; and
- 5) Grants Workshop and Upcoming Training.

A copy of Mr. Zeller's email report is attached and contains detailed discussion of each item listed above.

Directors' and Public Comments

Mrs. Murney-Karsten noted that Longley Jones is working to complete financing for the project to renovate and repurpose the 10 Fall Street facility and the old Seneca Falls hospital building. The 10 Fall Street facility is expected to be the first to begin construction activities, with an estimated start date in the January to February 2018 time frame.

**Seneca Falls Development Corporation
Board of Directors Meeting Minutes
October 25, 2017**

It was noted that a joint meeting of the Town's Planning and Zoning Boards had convened to discuss ways of streamlining each Board's process so that worthwhile new projects can be efficiently evaluated and approved in a timely manner. The Town's attorney attended the meeting and noted that as both Boards consider means to move projects through their process more efficiently, they still bear the responsibility of following applicable laws.

Next Meeting

Mrs. Murney-Karsten set the date for next meeting of the Board to be held on Wednesday October 29, 2017 at 5:00 PM in the Generations Bank Conference Room. The Board meeting will be followed by a community strategic planning workshop.

Adjourn

There being no further business before the Board, upon motion by Mr. Case, seconded by Mr. McConnell and unanimously approved, the Board adjourned at 6:06 PM.

Respectfully submitted,

Jay M. Eastman
Secretary

Date

Date approved by the Board

From: Greg Zellers greg@senecafallsdevcorp.org 

Subject: SFDC Meeting Update

Date: October 25, 2017 at 2:16 PM

To: Joell Murney-Karsten Joell.Murney-Karsten@dellagoresort.com

Cc: Dave Delelys ddelelys@senecafalls.com, Greg Lazzaro gprenlazz@gmail.com, Ken McConnell innkeepers@sleepbarristers.com, pcnugent8@gmail.com, Dennis Scannell dmsscannell@ymail.com, Jay Eastman jme@optel-inc.com, Jay Eastman jmerx788@me.com, Menzo D. Case menzo.case@mygenbank.com

GZ

Good afternoon! Unfortunately, I've come down with what my wife assures me is the flu and I know I won't be able to make it to tonight's meeting. :(However, I wanted to send along my updates via email so that the agenda is still met. Joell will also be bringing this to the meeting in case you don't have time to review ahead of time.

With that...on with the updates:

1. Brownfield Grant Pursuit – Seneca Falls Machine

Myself, Greg L, and members of Barton & Loguidice met with the owner of Seneca Falls Machine a few weeks ago to assess the property and gauge the potential for pursuing a Brownfield grant. We obtained copies of an assessment that was done in the 1990s which deemed the grounds to be free of contaminants. The interior of the building has concerns of asbestos and oil-soaked floors, but neither was heavily investigated at the time.

Because the grounds were deemed clean and because no other dumping or manufacturing has taken place on those grounds since the report, it's unlikely that the acreage would qualify for an assessment grant.

While the interior would likely meet the guidelines for a grant, there are several matters working against a successful pitch:

- a) The property is maintained, operational, and privately-owned
- b) The property is current on the tax rolls
- c) The property would be the lone address on the grant request

It was recommended that we shelve the application until 2018 and work to identify additional properties near that corridor that we could bundle into a revitalization Brownfield grant application. Without the grant and without the property owner investing private funds into interior cleanup, I fear the property will remain in purgatory. Suitable for the small amount of manufacturing and tooling they do currently, but not suitable for additional business types or uses.

2. Farmer's Market 2017 Closure

The Farmers Market came to a close on October 11th after another successful season. We saw an increase in vendors and attendance, including a boost in EBT purchases. While I'm updated consistently by the Farmers Market Federation that numbers are down state-wide, we seem to be maintaining a good presence.

I still believe holding the market at a later time would work to everyone's benefit, but there isn't enough vendor support to do so. While many of the craft vendors were okay with a time switch, we would lose all but one produce vendor, and they remain the cornerstone of our market. As such, it appears the market day and time won't change, which limits our attendance once summer ends

appears the market day and time won't change, which limits our attendance once summer ends.

We came in under budget on expenditures and next year should see a significant decrease in needed funds now that we've upgraded the website, literature, and signage over the last two years. At this time, I plan on returning for 2018 if available. Between now and next year, we will be exploring private and public funding opportunities to try and counter, or even completely offset, the annual loss that the market generates.

3. Social Media Training

I planned on doing a light walkthrough at the meeting but there's no way I'll make it. :) As such, I've attached a screenshot of one of the Lesson pages so you can see the SFDC Workshop portal I've put together.

This is one of six planned topics all relating to Facebook marketing and promotion for businesses and entrepreneurs located within Seneca Falls. Few businesses do it properly and this is a great way to fan the flames of exposure without having to work one-on-one with local companies, restaurants, retail shops, and organizations.

The courses are all locked until someone registers, and they must be located in Seneca Falls in order to take the workshops. The lessons will be central to Seneca Falls in that I want to help these establishments boost their exposure and visitation so that everyone benefits from the crossover. All lessons are "go at your own pace" and will be accompanied by checklists and supporting documentation.

The modules will range from Beginner to Advanced and I feel it will help establish the SFDC as a business-friendly and business-centric organization that's here to help them succeed. In time, my thought is to expand the workshops into other areas, encourage others to produce their own courses, or even hold Live events, but this will serve as a fine introduction to our business support pursuits.

4. Town Marketing Package Update

The 12-page full-color marketing packet has been approved and submitted for printing. I'll be bringing a packet to next month's meeting so everyone can see what's included (purple folder, business cards, cover letter, marketing packet, property list, area map, "doing business in Seneca Falls" checklist, etc.).

5. Grants Workshop and Upcoming Training

Last week I attended a Grant Writing Workshop in Rochester and came away with a lot of great information and contacts. I've been invited to receive one-on-one training with regard to grant research, grant writing, grant proposals, grant policies, and proper grant procedures by the presenter. This would take place in the learning annex at the Rochester Central Library and I plan on going twice (two 3-hour sessions).

Not only is the training free, but I'll also be given access to grant portals and research tools that typically cost \$1k-\$2k annually to access. From finding relevant grants to writing the proposal, their team is willing to help us get our footing.


The intent is to put the SFDC in a position to where we can independently pursue grant opportunities and better understand the process behind writing a successful request. From private-sector grants to public-sector grants, there was a ton of great information shared, and I'm confident we can get a few small "wins" through their recommended procedures to gain experience.

Well, that should do it for the updates, thank you for your time! Feel free to reach out if you have any questions!

Greg Zellers


SFDC

greg@senecafallsdevcorp.org

 Virus-free. www.avast.com

[f](#) [t](#) [G+](#) [in](#) support@senecafallsdevcorp.org [LOGIN / REGISTER](#) [CONTACT](#)

SENECA FALLS
FACEBOOK
MARKETING WORKSHOP

HOME GETTING STARTED REGISTER COURSE LIST FAQs SFDC CONTACT 

≡ AVAILABLE TOPICS Search Available Facebook Marketing Lessons... [SEARCH](#)