

**Seneca Falls Development Corporation
Board of Directors Meeting Minutes
August 24, 2017**

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Thursday, August 24, 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 Lazzar, and Ken McConnell were present. Patrick Nugent were unable to attend. Also in attendance was Greg Zellers, Director of the Seneca Falls Development Corporation and members of the public Carol Ritter Wright and Dennis Scannell. Chairwoman Joell Murney-Karsten presided over the meeting and Mr. Eastman recorded the minutes. The meeting was called to order at 5:01 PM.

Prior Meeting Minutes Approval

The July 11, 2017 meeting minutes were presented for approval and were approved as presented on a motion by Mr. Delelys, seconded by Mr. Case and unanimously approved.

Treasurer's Report

Mr. Case provided a brief Treasurer's report. As of the end of July the Corporation has cash on hand of \$103,561.97. Revenues from the Farmer's Market of \$2,845 have been received so far this season .Mr. Case also 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 noted that the Town's allocation for the Corporation has been received during August, but is not reflected in the cash balance reported above. At the conclusion of Mr. Case's report Mr. Eastman moved to accept the Treasurer's Report. The motion was seconded by Mr. McConnell and approved unanimously.

New Business

There was no new business brought up for discussion, and Mrs. Murney-Karsten moved the meeting discussion to the report of the SFDC Director.

The Report of the SFDC Director

Mrs. Murney-Karsten called on Mr. Zellers on the operations of the Corporation since the last board meeting. The items discussed included:

- 1) Progress on the social media assistance program for local businesses was discussed. Mr. Zellers has completed the "blueprint" for the program and has begun work on the online course content.
- 2) A Facebook Community page will come online in the next few weeks. This page will have rules to keep its contributions on a positive note and will be curated by Mr. Zellers.
- 3) The Farmers Market is enjoying a very successful year. All indicators are up, including visitor attendance, revenue, booths are full and active and the children's programs have been extremely successful, with 90 children attending the last Wednesday. Vendors report that they are doing well and are very satisfied with the format of the Market.
- 4) Mr. Zellers had been having difficulties the Town's grant writers, and the deadline to submit a Brownfield proposal is December. Mr. Lazzaro offered to contact the head of the grant writing firm to get things moving on this grant proposal.
- 5) It was noted that Watkins Glen won this year's competition for the Finger Lakes Region Downtown Revitalization Initiative ("DRI"), which will provide \$10 million of State funding to Watkins Glen.

Directors' and Public Comments

Mrs. Carol Ritter Wright introduced herself and spoke regarding a number of items that she believes could greatly assist Seneca Falls, including:

- Niche marketing assistance for businesses on Fall Street;
- The need to attract people who will "live their dream" by running shops on Fall Street;

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- Niche marketing to women - for example, a vegan restaurant;
- Clearing the bank across the street from Generations Bank so that tourists easily can take pictures of Trinity Church (the most photographed building in New York State outside of New York City); and
- Assuring signage in Seneca Falls is accurate, for example the Police Department sign currently points to the old location of the department).

Mrs. Ritter Wright stressed the need for communication to the community, communication from community members with visitors and tourists who visit the town and, from as highlighted by some of the points above, that taking care of details counts.

Mr. Case mentioned that a #1 priority for the Seneca Falls Development Corporation is to complete its work on the Strategic Plan and suggested that we restart the Community Workshops on this topic immediately following the next SFDC Board Meeting.

Finally, Mr. Scannell discussed the Canal Fest event which will take place on Friday October 6th and Saturday October 7th.

Next Meeting

Mrs. Murney-Karsten set the date for next meeting of the Board to be held on Thursday September 21, 2017 at 5:00 PM in the Generations Bank Conference Room.

Adjourn

There being no further business before the Board, upon motion by Mr. Lazarro, seconded by Mr. Case and unanimously approved, the Board adjourned at 5:54 PM.

Respectfully submitted,

Jay M. Eastman
Secretary

Date approved by the Board