

**Seneca Falls Development Corporation  
Board of Directors Meeting Minutes  
September 21, 2017**

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Thursday, September 21, 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 in attendance 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 5:06 PM.

**Prior Meeting Minutes Approval**

The August 24, 2017 meeting minutes were presented for approval and were approved as presented on a motion by Mr. Case, seconded by Mr. McConnell and unanimously approved.

**Treasurer's Report**

Mr. Case provided a brief Treasurer's report. As of the end of July the Corporation had cash on hand of approximately \$149,826. This balance reflects the receipt of \$56,000 from the Town of Seneca Falls. Revenues from the Farmer's Market of \$3,080 have been received so far this season. Mr. Case noted that expenses are on track for both the Corporation and the Farmers Market. The only significant financial activity for the period was payment of the fee for Mr. Zellers services, and amortization of the SFDC insurance expense. At the conclusion of Mr. Case's report Mr. McConnell moved to accept the Treasurer's Report. The motion was seconded by Mr. Eastman and approved unanimously.

**New Business**

Mrs. Murney-Karsten noted that she and Mr. Zellers had met with the owner of the Seneca Falls Machine Company property to determine whether there was interest in working together for a Brownfield grant. The owner was very enthusiastic about submitting a proposal for an Assessment grant for the property.

The need to prepare for a 2020 celebration of the 100th Anniversary of the ratification of the 19th Amendment to the U.S. Constitution was discussed. It was the consensus of the Board that the Seneca Falls Development Corporation should lead the planning for the 2020 celebration.

**The Report of the SFDC Director**

Mrs. Murney-Karsten called on Mr. Zellers to report on the operations of the Corporation since the last board meeting. The items discussed follow below.

- 1) The last two Farmers Markets will be held on October 4th and 11th, with the October 4th Market featuring Cider. Mr. Zellers noted that the recent markets have continued with both full vendor attendance and high visitor attendance.
- 2) The social media training website development effort for local businesses is moving toward completion. Mr. Zellers is planning a 15 to 20 minute demonstration of the completed training website for the next SFDC Board meeting.
- 3) Mr. Zellers reported that he had completed the Seneca Falls marketing materials and that the printing costs for 100 brochure packets were in the range of \$1.50 per packet,
- 4) Drafting of the strategic economic plan was discussed. Mr. Zellers outlined three options for completing this task: 1) Pay a grant writer draft the plan; 2) SFDC Board members will draft the plan; or 3) Mr. Zellers will draft the plan. Following discussion of these three options the Board consensus was that Mr. Zellers should write the plan. Consequently, Mrs. Murney-Karsten requested that Mr. Zellers draft a proposal for review at the next Board meeting.
- 5) Finally, a joint meeting of the Town's Planning, Zoning and Historic Boards was discussed, and Mr. Zellers was asked to schedule this joint meeting.

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**Directors' and Public Comments**

Mr. Case mentioned that Board nominations for the 2018 board must be decided within the next two meetings, in preparation for a vote by the Board. Mr. Case also indicated that by the end of the year he will have served two full 3 year terms as a Board member and will have to retire from the board for at least one year. This raised the question of whether the Treasurer must be a member of the Board. Mr. Eastman offered to review the Corporation's bylaws to find the answer to this question and report back to the Board at its next meeting.

**Next Meeting**

Mrs. Murney-Karsten set the date for next meeting of the Board to be held on Wednesday October 25, 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. Delelys and unanimously approved, the Board adjourned at 6:02 PM.

**Community Workshop**

Following the Board Meeting a Community Workshop was held to review the status of the strategic planning effort with those residents of Seneca Falls in attendance

Respectfully submitted,



Jay M. Eastman  
Secretary

25 October 2017  

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Date approved by the Board



**Seneca Falls Development Corp. (SFDC) Meeting  
Thursday, September 21, 2017  
5:00pm  
Generations Bank Headquarters**

**Agenda**

1. Call meeting to order (pledge of allegiance, moment of silence)
2. Review of meeting minutes from August 24, 2017
3. Treasurer's Report
4. New Business
  - Brownfield Grant Pursuit – Seneca Falls Machine
  - 2020 Celebration
5. Old Business
  - Farmer's Market 2017 Update (Grez Z)
  - Website Compliance Update (Greg Z)
  - Social Media Training – October Launch (Greg Z)
  - Town Marketing Package Printing (Greg Z)
  - Economic Development Plan Drafting - B&L or SFDC?
  - Renew Planning/Zoning/Code Discussions
  - Review Community Workshop Format & Agenda
6. Member Comments
7. Next meeting date
8. Adjourn
9. Community Workshop