

Seneca Falls Development Corporation
Annual Meeting & Board of Directors Meeting - Minutes
March 19, 2018

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Monday, March 19, 2018 in the Generations Bank Headquarters Board Room at 20 East Bayard, Seneca Falls, New York.

Board members Joell Murney-Karsten, Dave Delelys, Gerald Graziano, Greg Lazzaro, Ken McConnell and Diana Smith were present. Also attending was Greg Zellers, Director of the Seneca Falls Development Corporation. Jay Eastman, also a board member, was unable to attend the meeting. Chairwoman Joell Murney-Karsten presided over the meeting. In Mr. Eastman's absence, Mrs. Murney-Karsten asked Mr. McConnell to record the minutes. The meeting was called to order at 5:00 PM.

Prior Meeting Minutes Approval

The February 22, 2018 meeting minutes were presented for approval and were moved for approval as presented, on a motion by Mr. Delelys, seconded by Mr. Lazzaro and unanimously approved by the Board.

Treasurer's Report

Mr. Graziano presented the treasurer's report. The balance sheet indicates cash on hand as of February 28th of approximately \$126,436. He noted that the only significant financial activity for the period was payment of the fee for Mr. Zellers services and amortization of prepaid SFDC insurance expenses. The February financial statements for the Corporation are attached to these minutes. It was noted that a check from the Town for its support of the SFDC's activities had not been received in time to be included in the February financials since the check was inadvertently sent to an incorrect address.

Mr. Lazzaro asked whether there were any issues related to the transition of the treasurer's duties from Mr. Case to Mr. Graziano. Mr. Graziano indicated there were no issues and the transition has been smooth.

At the conclusion of Mr. Graziano's report Mr. McConnell moved to accept the Treasurer's Report. The motion was seconded by Ms. Smith and approved unanimously.

New Business

Mr. Zellers reported he met with the DEC to determine whether any assistance from the SFDC. The DEC indicated that no assistance was required. Discussion ensued about the cleanup options for the Sylvania parcel. Public comment is currently underway on the DEC cleanup plan and ends on March 30th.

Report of the SFDC Director

Mr. Zellers presented the status of several of his projects and activities.

- a) Mr. Zellers mentioned that he met with Mr. Graziano and Mr. Case to complete the required PARIS filings. The updated data for the filing should be completed within a week.
- b) The Farmers Market has attracted additional vendors and additional space at the market has been allocated for these new vendors. The market is scheduled to open on Wednesday, June 6th.
- c) The Economic Development Plan Draft was presented. Color coding was used to denote whether the text was recommended for deletion (red highlight), to be added (green highlight), or left as-is (no highlight).

Board feedback is requested prior to submission for public comment. Public comment will occur at Community Workshops scheduled for April 11th and April 26th.

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Board discussion regarding how the workshops will be structured to receive the public comments followed of Mr. Zellers' presentation of the Economic Development Plan Draft.

- d) The next topic of discussion was Grants and grant writing. The board was asked to consider having Mr. Zellers and Mr. Jeff Hoffman to search for applicable grants and assist in writing grant proposals. Grants would be limited to smaller opportunities. The objective is to obtain small wins. This led to a lengthy discussion about grant opportunities, grant writers, risks and mis-steps.
- e) Finally, Mr. Zellers mentioned he is exploring a Farmers Market grant application. This includes use of funds, signage, requirements, etc. before proceeding. It was suggested that he view past grants before moving forward.

Member Comments

- 1) 5 Star Medical is preparing to close on property within the following few weeks.
- 2) The Town is researching Community Development funds that are being held by the Town. The considerations include how much funding is available, use restrictions, etc.
- 3) July 7th is the Independence Day celebration and the use of fireworks was discussed.
- 4) Ms. Smith reported that she contacted Doug Finch, the Canandaigua Town Manager, and he is willing to talk to SFDC board. Dates are being explored.

Next Meeting

Mrs. Murney-Karsten set the date for next meeting of the Board to be held on Thursday April 25, 2018 at 5:00 PM in the Seneca Falls Community Center. The Board meeting will be followed by a Community Workshop, set to start at 6:00 PM in the same location.

Adjourn

There being no further business before the Board, upon motion by Mr. Graziano, seconded by Mr. McConnell and unanimously approved, the Board adjourned at 6:18 PM.

Respectfully submitted,

Kenneth McConnell
Acting Secretary

26 April 2018
Date approved by the Board



**Seneca Falls Development Corp. (SFDC) Meeting
Monday, March 19, 2018
5:00pm
Generations Bank Headquarters**

Agenda

1. Call meeting to order (pledge of allegiance, moment of silence)
2. Review of meeting minutes from February 22, 2018
3. Treasurer's Report
4. New Business
5. Old Business
 - Farmers Market 2018 Season update (Greg Z)
 - Economic Development Plan draft (Greg Z)
 - Economic Development Plan/Community Workshops (Joell & Greg)
 - Grant Writing Considerations (Joell)
 - Farmer's Market Grant (Greg)
 - 5 Star Medical
6. Member Comments
7. Next meeting date
8. Adjourn

Seneca Falls Development Corporation
Profit & Loss Budget vs. Actual
January through February 2018

	Jan - Feb 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Direct Public Support				
Corporate Contributions	3,000.00			
Total Direct Public Support	3,000.00			
Farmers Market Revenue				
Booth Rental	0.00	0.00	0.00	0.0%
Total Farmers Market Revenue	0.00	0.00	0.00	0.0%
Investments				
Interest-Savings, Short-term CD	100.92	90.00	10.92	112.1%
Total Investments	100.92	90.00	10.92	112.1%
Other Types of Income				
Miscellaneous Revenue	0.00	0.00	0.00	0.0%
Total Other Types of Income	0.00	0.00	0.00	0.0%
Total Income	3,100.92	90.00	3,010.92	3,445.5%
Expense				
Advertising & Marketing	26.95	200.00	-173.05	13.5%
Contract Services				
Accounting Fees	0.00	0.00	0.00	0.0%
Consultant	8,210.00	9,000.00	-790.00	91.2%
Plan Update	1,000.00	2,000.00	-1,000.00	50.0%
Contract Services - Other	0.00	0.00	0.00	0.0%
Total Contract Services	9,210.00	11,000.00	-1,790.00	83.7%
Farmers Market Costs				
Farmers' Market Consultant	0.00	0.00	0.00	0.0%
Insurance	46.00	0.00	46.00	100.0%
Marketing	60.00	0.00	60.00	100.0%
Website	0.00	0.00	0.00	0.0%
Total Farmers Market Costs	106.00	0.00	106.00	100.0%
Operations				
Postage, Mailing Service	0.00	30.00	-30.00	0.0%
Printing and Copying	0.00	50.00	-50.00	0.0%
Total Operations	0.00	80.00	-80.00	0.0%
Other Types of Expenses				
Insurance - Liability, D and O	175.84	200.00	-24.16	87.9%
Other Costs	0.00	0.00	0.00	0.0%
Total Other Types of Expenses	175.84	200.00	-24.16	87.9%
Payroll Expenses				
Workmans' Compensation	0.00	0.00	0.00	0.0%
Total Payroll Expenses	0.00	0.00	0.00	0.0%
Payroll Processing	0.00	0.00	0.00	0.0%
Travel and Meetings	0.00	120.00	-120.00	0.0%
Total Expense	9,518.79	11,600.00	-2,081.21	82.1%
Net Ordinary Income	-6,417.87	-11,510.00	5,092.13	55.8%
Net Income	-6,417.87	-11,510.00	5,092.13	55.8%

Seneca Falls Development Corporation
Balance Sheet
As of February 28, 2018

	<u>Feb 28, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
2020 Centennial Account	3,000.00
Checking Account	1,447.93
Savings Account	121,978.45
Total Checking/Savings	<u>126,426.38</u>
Total Current Assets	126,426.38
Other Assets	
Other Assets	531.01
Total Other Assets	<u>531.01</u>
TOTAL ASSETS	<u><u>126,957.39</u></u>
LIABILITIES & EQUITY	
Equity	
Opening Balance Equity	70,632.76
Unrestricted Net Assets	62,742.50
Net Income	-6,417.87
Total Equity	<u>126,957.39</u>
TOTAL LIABILITIES & EQUITY	<u><u>126,957.39</u></u>