Seneca Falls Development Corporation
Annual Meeting & Board of Directors Meeting - Minutes
July 24, 2018

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Tuesday, July 24, 2018 in the main conference room in the Generations Bank Headquarters at 20 East Bayard Street, Seneca Falls, New York.

Board members Joell Murney-Karsten, Dave Delelys, Jay Eastman, Gerald Graziano, Greg Lazzaro, Ken McConnell and Diana Smith were present. Also attending 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 4:03 PM.

Prior Meeting Minutes Approval
The June 26, 2018 meeting minutes were presented by Mr. Eastman and were moved for approval as presented, on a motion by Mr. Delelys, seconded by Mr. Graziano and unanimously approved by the Board.

Treasurer's Report
Mr. Graziano briefly presented the Treasurer's report, which is attached. He mentioned that a bank account and debit card was opened for the Active8 program and that Mr. Zellers was tasked with keeping a spreadsheet to properly document and record expenditures against the account. Mr. Eastman moved to accept the Treasurer's report. The motion was seconded by Mr. Delelys and then unanimously approved by the Board.

New Business
Mrs. Murney-Karsten reported that a Water Infrastructure Grant Application was open with proposals due this September, She indicated that Mr. Zellers would take the lead in writing the proposal. Mr. Lazzaro offered to have the town engineer contact Mr. Zellers to assist in the technical aspects of the proposal. Funding for successful applications will be in the form of a matching grant requiring at least 50% in matching funding.

Old Business
The following old business items were discussed.
  a) DRI (Downtown Revitalization Initiative) grant proposal update. Nomination of a Downtown from the Finger Lakes Region Economic Development Council (and those of other regions in New York as well) are due by mid-July, and the announcement of the winning Downtowns in the State will likely occur before the elections this Fall. Further information on the DRI Program can be found at https://www.ny.gov/downtown-revitalization-initiative/round-three-dri-frequently-asked-questions, and the DRI Guidebook can be downloaded at https://www.ny.gov/sites/ny.gov/files/atoms/files/DRI_Three_Guidance.pdf .

  b) Active8 Program update. Mr. Zellers noted that funding for the Active* Program had been received and was in the bank account.The equipment for the program is being ordered and Mr. Zellers is working with the area schools to recruit appropriate students into the program. The program will be comprised of 80 students divided into two sessions or 40 students each and is scheduled to start during the last week in September. A website for the program is in progress and this Finger Lakes Times article provides additional information about the program - http://www.fltimes.com/news/non-traditional-youth-games-activities-promoted-in-seneca-falls/article_6b6451d0-1510-50fd-9416-be9a8e7b9d46.html

  c) The 2018 Farmers Market. Mr. Zellers reported that the 2018 Farmers Market was having a very successful season. Attendance has been growing throughout the season and both

the Farmers and Food vendors sold out on July 4th. Mr. Zellers also noted that the Children's program has also been extremely successful this year. More information regarding the Farmers Market can be found at http://senecamarket.com. Finally, he reminded Board members that the Market will run on a later schedule, extending into the early evening hours. Mr. Zellers expects this schedule will substantial increase the number visitors to the Market next year.

D) The 2020 Celebration. Mrs. Murney-Karsten reported on the planning activities in Seneca Falls regarding the 2020 Celebration. The SFDC's role in this planning effort will be to coordinate a central calendar of events and to encourage cross-collaboration among the various organizations in Seneca Falls to assure each month of 2020 is filled wit Interesting, memorable and worthwhile events.

Member Comments
There was discussion among the Board members regarding the controversy in Seneca Falls regarding the potential sale of Koch Building (previously the Chrysler, Jeep dealership). Although the building is located within the Town's Historic District, it is apparently in very poor structural condition. The three planning boards will have to grapple with this difficult issue.

The need for residential apartments on the upper floors of Fall Street was discussed. Apparently use of this space for apartments is inhibited by the lack of sufficient downtown parking spaces.

Finally, Mr. Graziano suggested that a portion of the Corporation's funds could be used to establish a revolving loan for appropriate small businesses in the downtown area. After discussion of this idea by the Board it was proposed that Mr. Graziano bring the outline of a plan to the next Board meeting for further discussion.

Next Meeting
Mrs. Murney-Karsten set the date for next meeting of the Board to be held on Tuesday August 28, 2018 at 5:00 PM in the Board Room of the Generations Bank Headquarters.

Adjourn
There being no further business before the Board, upon motion by Mr. Graziano, seconded by Mr. Delelys and unanimously approved, the Board adjourned at 5:47 PM.

Respectfully submitted,

Jay M. Eastman   5 September 2018
Secretary   Date approved by the Board