

## **Seneca Falls Development Corporation Board of Directors Meeting - Minutes August 25, 2020**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Tuesday, August 25, 2020, in the conference room of FLX Creatives at 121 Fall Street, Seneca Falls, New York.

Board members present included Board Chair Joell Murney-Karsten, Doug Avery, Jerry Goodenough, Kristin Grillone, Christine VanDusen, Dave DeLelys and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:02.

### **Prior Meeting Minutes:**

The meeting minutes for the July 21, 2020 meeting were reviewed. Jerry moved to approve the meeting minutes, seconded by Kristin and unanimously approved.

### **Treasurer’s Report:**

Doug Avery presented a financial report including a Statement of Accounts (credits and debits) held by the SFDC, reflecting figures as of July 31, 2020. They are attached to this document. Dave moved to accept the report, seconded by Kristin and unanimously approved.

### **Paris/Audit Reports update –**

The SFDC’s auditor has filed an extension with the state, which gives her another 3 months to complete the audits. Members of the SFDC have not been able to get in touch with the auditor. Doug will reach out to her and inquire about the Paris/Audit Reports.

### **New Business:**

#### **CNY Channel 3 “Your Town” TV segments –**

Tony Black of CNY Channel 3 visited a number of destinations in Seneca Falls, including Montezuma Winery, The Women’s Hall of Fame, and FLX Creatives. He interviewed Joell Murney-Karsten of the SFDC regarding the Downtown Revitalization Initiative grant awarded to Seneca Falls by New York State. The “Your Town” segments were aired during the week of August 23, 2020.

### **Old Business:**

#### **Canoe/kayak “Canal Staycation” program update –**

The New York State Canal Corporation chose to promote Seneca Falls, along with five other locations across the state, as a hub for canal and trail activities. The Seneca Falls Recreation Center and Fuzzy Guppies kayak rental have been offering a free kayak tour along the canal and VanCleaf Lake. Those interested in taking the tour must make a reservation. The tours will continue through Labor Day. There is a hope to add bicycle rentals on the bicycle trails next year to encourage both residents and visitors of Seneca Falls to get outside, be active, and enjoy the natural beauty within the town.

10 & 2 Fall Street updates –

There are developers interested in both properties. The Town of Seneca Falls put out another RFP for 10 Fall Street which will be due on Oct. 1, 2020.

Women Take the Stage event –

Finger Lakes Drive-In is hosting a live event featuring music and poetry of local women in honor of the Centennial of the 19<sup>th</sup> Amendment at 7:30 pm on August 26, 2020. A national, virtual concert begins at 9 pm and will feature Gloria Steinem, Lily Tomlin, Indigo Girls, and other women.

Seneca Falls 2020 update –

I. Banners/signage: The SFDC purchased a 2020 banner for downtown that celebrates the 19th Amendment Centennial. The purple color used in the banner was not the correct color. Greg will look at color samples and will reorder the banner. We would like to continue celebrating the 100<sup>th</sup> anniversary of the 19<sup>th</sup> amendment into 2021 since Covid halted the majority of this year's plans.

DRI process and project updates -

The State, consultants and Local Planning Committee held the last LPC meeting on July 29 in order to approve the final slate of projects that will be submitted to the state for consideration. There was also a virtual meeting on July 30<sup>th</sup> in order to present the final slate of projects and engage the public. Both meetings went well and the final report with approved LPC projects were submitted to the state at the end of August. We do not have a timeline when the state will announce which projects have been chosen for DRI funding.

Farmer's Market 2020 Season -

Greg reported that market attendance is up since the beginning of the season. Patrons have been great about following the safety guidelines put into place due to Covid-19. The SFDC is looking for someone to fill the market manager position next season.

I. Signage update: Three informational signs for the Farmer's Market have been installed at the "welcome sign" entrances of town. Director Greg Zellers recommended horizontal signs/slots that can be added to each sign that feature key events occurring in Seneca Falls. Currently, there is a slot that promotes the farmer's market, which will be temporarily removed once the market season comes to an end. The SFDC is considering additional slots for "The Birthplace of Women's Rights", "It's a Wonderful Life", and "The Purple Heart Community". A process to apply for similar signage also needs to be developed.

**Member Comments:**

Kristin shared with the members that Generations Bank's *Purchase with a Purpose* event was a success, with over 620 meals purchased. Each of the four food pantry groups that the event benefited received \$750.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, September 23, 2020 at 5:00 PM to be held in person at FLX Creatives.

**Adjourn:**

There being no further business before the Board, upon motion by Doug Avery, seconded by Dave DeLelys and unanimously approved, the meeting adjourned at 6:12 PM.

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member