

Seneca Falls Development Corporation Board of Directors Meeting - Minutes February 24, 2020

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Monday, February 24, 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, Jessica Lorenzetti, Christine Van Dusen, Mike Ferrara, and Jerry Goodenough. Also attending were Greg Zellers, Director of the SFDC, and Dave Delelys, Alternate Board Member for the Town Council

Annual Meeting called to order at 5:00:

Board Chair Joell Murney-Karsten opened the annual meeting discussing the board seat held by Shannon Ward. Shannon will be leaving the board and the vacancy will need to be filled. All board members are asked to bring names to the next meeting. The discussion turned to board members who will meet their term limits (6 years) during this year. Joell is the only board member who will term out.

Election of officers:

Secretary – Joell Murney-Karsten nominated Jessica Lorenzetti, seconded by Doug Avery.

Jessica accepted the nomination, unanimously approved.

Treasurer/co-treasurer – Joell nominated Doug Avery and Jerry Goodenough (positions currently held), seconded by Mike Ferrara. Both accepted and unanimously approved.

Chair – Mike Ferrara nominated Joell Murney-Karsten (position currently held), seconded by Doug Avery. Joell accepted the nomination and unanimously approved.

Co-Chairs – Joell Murney-Karsten nominated Christine Van Dusen and Jerry Goodenough, seconded by Doug Avery. They both accepted the nomination and unanimously approved.

Review of 2019:

- A vast amount of time and effort was spent on the DRI application with the successful outcome of being awarded the \$10 million DRI Grant in November. The efforts were then immediately shifted to the planning process for the DRI, which is continuing into the foreseeable future.
- Farmers market - some produce/food vendors sold out every week; vendor space was full with a waiting list; the time change was a huge success, so continuing the same time for 2020 (Tuesday's 3:00-7:00pm).
- 2020 celebration:
 - The calendar of events was completed & posted
 - The sub-committee of the SFDC is working on ideas/events
 - The ornament sale went very well & will continue through 2020
 - Mike Ferrara stated that the town is working with a group to facilitate additional events

Regular meeting called to order at 5:20

Prior Meeting Minutes:

The meeting minutes for the January 21, 2020 meeting were reviewed. Mike Ferrara moved to approve the meeting minutes, seconded by Doug Avery 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 January 31, 2020. They are attached to this document. Doug reported that he is waiting to close 2019 until the audit is complete. Mike Ferrara moved to accept the report, seconded by Jerry Goodenough and unanimously approved.

New Business:

PARIS report – Greg Zellers will be assembling the required information for this report during the first week of March.

Three separate Memorandums of Agreement (MOU) were introduced to the board by Joell and Greg. These MOU's will be necessary to conduct business for the 2020 farmers market.

1. MOU with Cornell Cooperative Extension for snap/EBT processing
2. MOU with Cornell Cooperative Extension for market management services
3. MOU with Greg Zellers for marketing/social media

The MOU's were moved by Mike Ferrara, seconded by Jerry Goodenough and unanimously passed.

Joell Murney-Karsten will write a letter to the town board requesting \$2,500 be funded for the 2020 Farmers market.

The 2020 salary for the SFDC Director, Greg Zellers was discussed. Mike Ferrara moved to increase the salary by 2% in line with the Town annual increase; motion was seconded by Christine Van Dusen and unanimously accepted. Joell Murney-Karsten will write a letter to the town board requesting funding for the Director's salary.

2020 event sub-committee –

- Joell Murney-Karsten to work on a visit from elected officials and others in government
- Jerry Goodenough to work on coordinating a visit from college presidents
- Doug Avery and Greg Zellers will work on signage
- Mike Ferrara discussed a combined town/SFDC/local citizens group to work on signage, flower boxes, renaming streets

Old Business:

The SFDC and the Town Board are continuing to work with developers on the 2 Fall Street and 10 Fall Street properties and the 60 State street property.

DRI process:

- 2/26 – Next Public DRI meeting
- 3/2 - Next DRI LPC meeting

Mike Ferrara left the meeting at 6:20

Doug Avery left the meeting at 6:25

Member Comments:

No member comments

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Monday March 23, 2020 at 5:00pm at FLX Creatives.

Adjourn:

There being no further business before the Board, upon motion by Dave DeLelys, seconded by Jessica Lorenzetti and unanimously approved, the meeting adjourned at 6:26 PM.

Respectfully submitted,

Jerry Goodenough
Secretary & SFDC Board Member