

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

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, June 24, 2020 via teleconference. The link to the meeting was posted on the SFDC website.

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

Meeting called to order at 5:02.

Prior Meeting Minutes:

The meeting minutes for the May 19, 2020 meeting were reviewed. Mike Ferrara moved to approve the meeting minutes, seconded by Kristin Grillone 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 May 31, 2020. They are attached to this document. Mike Ferrara moved to accept the report, seconded by Jerry Goodenough and unanimously approved.

Paris/Audit Reports update –

There is no new deadline for the Paris Report. Greg will follow up tomorrow or Friday with the auditor to get a date.

New Business:

Womentakethestage.org: Seneca Falls involvement –

This is a rally on the centennial of the 19th amendment. Finger Lakes Drive-In Movie Theatre in Auburn will be showing the event. The SFDC’s 2020 Committee will look into various venues where we could livestream the event in Seneca Falls. Some possibilities are Mynderse Academy’s auditorium, Academy Square, and the Seneca Falls Community Center. The Community Center has a 20x30 foot screen that could be used either indoors or outdoors. If the event takes place outdoors, we could invite food trucks. Greg and Kristin will look into this further.

Statue –

Seneca Falls will be receiving a new statue from the Federal 2020 Commission. The artist is in the process of designing and creating it. Generations Bank has agreed to lease property on East Bayard Street to the Town for \$1/month as a temporary location for the statue until the DRI is completed, at which point the statue will be permanently moved to People’s Park, overlooking the canal and the National Women’s Hall of Fame. The 2020 Commission will provide funding for fencing, lighting, etc. for the temporary location and funding to move the statue.

Old Business:

2 & 10 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.

Reopen Seneca Falls Website & Info for businesses (www.reopensenecafalls.com) –

The links on this website are still current and updated and business owners can receive the most current information, as information is fluid and always changing.

2020 Ornament report –

We currently have 536 ornaments in stock. So far, we have brought in \$6,300 in revenue. If all ornaments are sold at wholesale rate, our profit will be approximately \$4,100. The SFDC expects ornament sales to pick up during the fall and winter months.

Seneca Falls 2020 update –

I. Banners/signage: Greg ordered three Seneca Falls Farmer’s Market signs, one for each “Welcome to Seneca Falls” sign, which will go under the main sign. The SFDC is interested in purchasing a 2020 banner for downtown. Christine VanDusen will look into details on banners at approximately \$400. The SFDC will decide at our July meeting if we will purchase the banner, as well as decide the best location for the banner, taking into considering the strong winds.

II. Scholastic & other contacts made since last meeting: Everything is still on hold due to the pandemic. Scholastic recommended that the SFDC wait and reach out in July.

III. Events: The Secretary of State is coming to Seneca Falls on August 25th, 26th, and 27th. There will be an event that involves interacting with students.

DRI process and project updates -

The DRI process is currently on-hold due to the pandemic. The State, consultants and LPC are still hoping to hold the last DRI meeting in person in order to engage the public. The LPC still needs to vote on the final \$15 million dollars in projects that will be submitted to the state who will then pare it down to \$ 9.7 million in projects that will be funded. That decision will depend on when the final meeting is held.

Farmer’s Market 2020 Season -

The market is running at half vendor capacity, with 11 vendors due to the pandemic requirements. Signs have been placed along the sidewalk that direct patrons to enter at one entrance point since we are restricted on the number of visitors, however there have been concerns over patrons entering from other points. There are signs asking patrons to wear masks, keep their distance, and follow other guidelines put in place in response to Covid-19. Greg suggested putting up a rope to help encourage patrons to use the appropriate entrance.

The market has not yet reached the maximum capacity of 50 patrons at one time, however the attendance has been strong.

Member Comments:

There were no additional member comments from the SFDC.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Tuesday, July 21st at 5:00 PM to be held virtually unless the state mandates change before then.

Adjourn:

There being no further business before the Board, upon motion by Kristin Grillone, seconded by Doug Avery and unanimously approved, the meeting adjourned at 6:08 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member