

## **Seneca Falls Development Corporation Board of Directors Meeting - Minutes March 23, 2020**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, March 23, 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, Jessica Lorenzetti, Christine Van Dusen, Mike Ferrara, and Jerry Goodenough. Also attending were Greg Zellers, Director of the SFDC, and Kristin Grillone, a potential new SFDC Board member.

### **Meeting called to order at 5:05.**

#### **Prior Meeting Minutes:**

The meeting minutes for the February 24, 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 February 29, 2020. They are attached to this document. The Audit is expected to be completed in the next several days. The Paris Report is due on March 31st. Mike Ferrara moved to accept the report, seconded by Jerry Goodenough and unanimously approved.

#### **New Business:**

Potential new SFDC member – Kristin Grillone introduced herself to the SFDC board members. She has been with Generations Bank for 7 years and is their Marketing Coordinator. She is the treasurer of the Seneca County Children’s Committee, as well as the treasurer for Child and Family Resources. Mike Ferrara described Kristin as someone who is organized, professional, and would be a great addition to the SFDC. Mike Ferrara motioned to accept Kristin as a new member, seconded by Christine Van Dusen, and unanimously approved.

Visitor Center use of 2020 logo for merchandise – The SFDC grants the Seneca Falls Visitor Center permission to use the 2020 logo in conjunction with the 2020 Celebration and the Visitor Center’s fundraising efforts. Per the written document approved by the SFDC Board, they can use the logo only on those approved items to be sold in the retail section of the Visitor’s Center. Any additional items not in the agreement would require additional approval from the SFDC Board. Mike Ferrara motioned to accept the Visitor Center’s usage of the 2020 logo per the 2020 Logo-use form, seconded by Joell Murney-Karsten and unanimously approved.

#### **Old Business:**

Farmer’s Market 2020 Season –

i. Vendor Meeting: Greg will be meeting with vendors via telephone and/or email in order to review the rules and regulations of the Market. New vendors will be accepted on a first come, first served basis. Full year reservations will be accepted before part-time reservations.

ii. MOU with Cornell Cooperative Extension for Snap/EBT processing & Market Management: Three separate Memorandums of Agreement (MOU) were discussed. 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.

Summer 2020 event – The SFDC is working on a 2020 event that involves visits from state and federal government officials, but the quarantine may affect this event and require an adjustment to the date.

Seneca Falls 2020 Committee report –

- Jessica Lorenzetti will contact The Scholastic Kids Press Corps in order to set up student interviews and/or an article celebrating 2020.
- Jessica Lorenzetti will contact The Scholastic Corporate Social team, who may be interested in doing some social media content around the 2020 celebration.
- Doug Avery will work on a potential 2020 banner and signage.
- Greg will look into updating/wrapping the existing Town signs.
- The group discussed a 2020 shaped flower box with purple and yellow flowers, as well as bumper stickers with the 2020 logo.

DRI process & projects update – 3/25 is the deadline for getting final project requirements to Ed Flynn.

2 & 10 Fall Street – The SFDC and the Town Board are continuing to work with developers on the 2 Fall Street and 10 Fall Street properties/projects.

**Member Comments:**

Greg Zellers shared that the Backpack Program will deliver Team Active8 outdoor toys to encourage active play to Frank Knight and Elizabeth Cady Stanton students along with food deliveries. Christine Van Dusen added that she would be making deliveries on behalf of the Backpack Program this Friday, and would take photos of the drop offs. A press release will be sent out by Greg.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Monday, April 20, 2020 at 5:00 PM. A virtual meeting will be held if the quarantine restrictions are still in place, otherwise it will be located at FLX Creatives, 121 Fall Street, Seneca Falls.

**Adjourn:**

There being no further business before the Board, upon motion by Jerry Goodenough, seconded by Doug Avery and unanimously approved, the meeting adjourned at 6:00 PM.

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member