

Seneca Falls Development Corporation Board of Directors Meeting - Minutes May 19, 2020

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Tuesday, May 19, 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, and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC. Absent: Mike Ferrara & Christine Vandusen.

Meeting called to order at 5:02.

Prior Meeting Minutes:

The meeting minutes for the April 20, 2020 meeting were reviewed. Doug Avery 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 April 30, 2020. They are attached to this document. Jerry Goodenough moved to accept the report, seconded by Kristin Grillone and unanimously approved.

New Business:

2 & 10 Fall Street –

There are developers interested in both properties. The Town of Seneca Falls is holding 10 Fall until June 1st.

ReOpen Seneca Falls Website and Information for businesses –

Greg is working on the website. A draft of the website will be done within a week and then it will be approved by the Town Council before it is shared with the public. The website will provide direct links to resources that offer COVID-19 support and guidelines for each type of business – retail, dining, manufacturing, hospitality, etc.

Zoning/Planning/HPC Site Plan Guide –

The SFDC is looking to create a guide for new, existing, and prospective business owners of Seneca Falls. The guide would accomplish three specific goals:

1. Begin to address the initiatives outlined in Section 8.0 of the 2018 Seneca Falls Economic Development Plan.
2. Help eliminate confusion and inaccurate or incomplete applications by making helpful guides and checklists available to business owners and developers.
3. Begin to establish a more business-friendly reputation for the Town of Seneca Falls.

This will be something that Greg Zellers will work on periodically when not working on matters that require immediate attention, and will take several months to complete.

Old Business:

August 2020 event -

The SFDC is working on a 2020 event for the month of August, however it is now in flux given the COVID 19 situation.

Seneca Falls 2020 Committee -

I. Banners/signage: Greg designed slats to affix under the existing “Welcome to Seneca Falls” signs. One of these slats provides information for the Farmer’s Market. Another slat reads, “Inspiration for It’s a Wonderful Life”. A third slat reads, “The Birthplace of Women’s Rights”. Additional slats may be added for recurring town events. The Seneca Falls 2020 Committee is looking into purchasing a large banner for Fall Street.

II. Scholastic: Everything is on hold due to the pandemic. Scholastic recommended that the SFDC wait and reach out in June.

III. Purple and gold: Downtown Gardeners are planting purple and gold flowers in honor of the 2020 celebration. The Seneca Falls 2020 Committee will put together a flyer asking businesses to plant purple and gold flowers and/or utilize these colors when decorating.

IV. Jerry Goodenough asked for an accounting/inventory of the 2020 ornaments sold to date. That will be provided at the June meeting per Greg and Doug.

DRI process and project updates -

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 should come in July/August depending on when the final meeting is held.

Farmer’s Market 2020 Season -

The Farmer’s Market is considered essential and will be moving forward with the 2020 season. All vendors have received clearance to sell their goods, not just food vendors. Vendors and patrons will follow social distancing guidelines. The food trucks will be allowed but only for take-out.

Member Comments:

Either Greg or Joell will give an SFDC update at the June 2nd Town Council meeting.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, June 24th at 5:00 PM.

Adjourn:

There being no further business before the Board, upon motion by Doug Avery, seconded by Jerry Goodenough and unanimously approved, the meeting adjourned at 5:57 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member