

## Seneca Falls Development Corporation Board of Directors Meeting - Minutes October 22, 2019

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Tuesday, October 22, 2019, 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, Shannon Ward, Jessica Lorenzetti and Jerry Goodenough. Also attending were Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:31 PM.

### **Prior Meeting Minutes:**

The meeting minutes for the September 25, 2019 meeting were reviewed. Shannon Ward 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 September 25, 2019. They are attached to this document. Doug reported that there will be no contribution from the Town of Seneca Falls for the 2019 Farmers market. Doug and Joell will look at the historical contribution from the town for this event. Jerry Goodenough moved to accept the report, seconded by Shannon Ward and unanimously approved.

### **New Business:**

The board discussed hearing of initial reports of a purchase offer for the former hospital property and 10 Fall Street. Joell Murney-Karsten reported that the Koch building sale was currently moving forward per her discussion with Mitch Rowe from Seneca County. Doug Avery reported that Hobart College has bought the former Auto Zone building to use as offices. Greg Zellers reported that Seneca Coffee House is looking to locate in the downtown area.

Greg Zellers reported that as part of the PARIS filings for 2019, the board has met its obligations by submitting a certified budget by October 31, 2019. There are a couple other submittals due by March 31, 2020 that will be completed after the board conducts its annual meeting (in February).

### **Old Business:**

DRI Grant: The board discussed any updates to the DRI process. All the final award winners have not yet been announced.

Farmers market: Greg Zellers reported on the farmers market to date:

- The last day of the market, October 8<sup>th</sup>, was one of the biggest days of the entire event
- Feedback received on the hours for the event – afternoons worked well
- Greg announced this will be the last year he will lead this effort as the Manager but he will remain involved with Marketing efforts.
- Patti Battley (who is retiring from Cornell Cooperative Extension) is interested in taking this over next year; Greg will talk to her about the duties/obligations and the Board will meet with her in the near future.

Potential new board member suggestions: Jessica Lorenzetti discussed a candidate she knew and offered to talk to her about coming to the next meeting. Conversations will continue.

2020 celebration update: Greg Zellers reported the 2020 calendar is up and running and the Board viewed the calendar at the meeting. Feedback was positive. A press release on the calendar will be forthcoming. Greg Zellers will be sending out the sponsor listing (spreadsheet) and the media kit for members to forward onto to businesses that could become potential sponsors. Joell Murney-Karsten reported that she ordered 500, 2020 celebration ornaments and they should arrive on October 27<sup>th</sup>. Joell and Greg have been asking a few of the local stores if they would consider selling these and the response has been positive.

The Board members talked about ordering another 500 ornaments to make sure there was enough in stock for the Holiday season. Doug Avery moved to have Joell Murney-Karsten order another 500 ornaments from the company to have in time for the Holidays. Jerry Goodenough seconded the motion and it passed unanimously.

Greg Zellers reported that a school district in the Southern Tier had inquired about replicating the Team Activate8 program (games, characters, processes and procedures). Greg will write a grant proposal to get funding to trademark the program and have a package ready to sell to local communities that have interest in replicating this very successful program.

**Member Comments:**

No member comments at this meeting

**Executive Session:**

At 6:47 Shannon Ward moved to have the SFDC board meet in executive session, seconded by Doug Avery, unanimously approved. The board resumed the normal meeting at 6:49.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Tuesday November 12th at 5:30pm at FLX Creatives.

**Adjourn:**

There being no further business before the Board, upon motion by Jessica Lorenzetti, seconded by Doug Avery and unanimously approved, the meeting adjourned at 6:51 PM.

Respectfully submitted,

Jerry Goodenough  
Board Member