

**Seneca Falls Development Corporation Board of Directors Meeting Minutes  
September 25, 2019**

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Wednesday, September 25, 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, Greg Lazzaro, Jessica Lorenzetti and Jerry Goodenough. Also attending were Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:04 PM.

**Prior Meeting Minutes:**

The meeting minutes for the August 21, 2019 meeting were reviewed. Doug Avery moved to approve the meeting minutes, seconded by Gregg Lazzaro and unanimously approved.

**Treasurer's Report:**

Doug Avery presented a report including a Statement of Accounts (credits and debits) held by the SFDC, reflecting figures as of August 30, 2019. They are attached to this document. Doug will begin to look at the 2020 budget process. Gregg Lazzaro moved to accept the report, seconded by Joell Murney-Karsten and unanimously approved.

**New Business:**

The board discussed a purchase offer for the former hospital property and 10 Fall street. The board also discussed a proposed new dollar type-store looking to develop in the area.

**Old Business:**

DRI Grant: The board discussed any updates to the DRI process. Final award winners should be announced by the end of October.

Doug Avery reported that the Annual Town contribution to the SFDC has been approved and the money was reported in the account as part of the treasurer's report. The annual Town contribution to the Famer's Market will follow.

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

- October 8<sup>th</sup> will be the last market date
- Vendor's have given mostly positive feedback (some vendors who are selling non-produce items that are the same every week have seen a dip in sales)
- Greg announced this will be the last year he will lead this effort
- The SFDC will begin the process of how to replace this position

Potential new board member suggestions: none at this meeting, will continue as an open item

2020 celebration update: Joell Murney-Karsten reported that she and Greg Zellers attended the 2019 Hall of Fame Induction Ceremony and were able to sell a few of the new ornaments. The Board

discussed the amount of ornaments to purchase as a fundraiser. Jerry Goodenough made a motion to move \$2,000 into the operating fund as part of the 2020 account (currently \$3,000 in this account). This motion was seconded by Gregg Lazzaro and unanimously approved. Doug Avery made a motion to allow Joell Murney-Karsten to spend up to \$5,000 on promotional rack cards and ornaments for the 2020 celebration. The motion was seconded by Shannon Ward and unanimously approved.

Greg Zellers presented the updated 2020 calendar to the board. He will be responsible for adding events to the calendar and using company logos and tag names that have sponsored the event. The calendar will be available through the SFDC website and on the SF Town website. Another calendar update will be presented at the October meeting.

**Member Comments:**

The SFDC board members discussed recent development opportunities in the town:

- Huntington Building walk through

**Executive Session:**

At 6:26 Gregg Lazzaro moved to have the SFDC board meet in executive session regarding a personnel issue, seconded by Shannon Ward, unanimously approved. The board resumed the normal meeting at 6:29.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Tuesday September 17th at 5:30pm at FLX Creatives.

**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 6:32 PM.

Respectfully submitted,

Jerry Goodenough  
Board Member