

## **Seneca Falls Development Corporation Board of Directors Minutes of the September 23, 2020 Meeting**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, September 23, 2020, 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, Mike Ferrara, Jerry Goodenough, Kristin Grillone, Christine VanDusen, and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:10.

### **Prior Meeting Minutes:**

The meeting minutes for the August 25, 2020 meeting were reviewed. Mike moved to approve the meeting minutes, seconded by Doug 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 August 31, 2020. They are attached to this document. Doug will reimburse the Active8 account from the 2020 Account for all payments that are related to the Centennial Celebration. Greg will contact Digital Print Solutions to ask for reimbursement in the amount of \$53.46 for a street banner. Mike moved to accept the report, seconded by Kristin and unanimously approved.

### **Paris/Audit Reports Update –**

The SFDC’s auditor has filed an extension with the state, which pushes the deadline to November 15, 2020. The SFDC has received a copy of the receipt for the extension. Members of the SFDC will follow up with the auditor.

### **New Business:**

#### **2020 Centennial Fountain Dedication –**

On September 2, 2020, New York State Lieutenant Governor Kathy Hochul spoke at the event held at People’s Park, at which an 80 foot tall fountain was installed. The fountain lit up each night in purple, white, and gold, which are suffragist colors. The SFDC thanks many who contributed to making the event a success including the Town of Seneca Falls & Community Center staff, SFDC Board Members, Mynderse Academy senior students, Fred & Denise Capozzi, Bob & Linda McKeveny, Molly McKeveny-Kleven, numerous local vendors, and all who came together to make the event a success. This event was featured on the Governor’s website as well as the Power Authority and Canal Corp social media, and numerous TV news stations and print media.

#### **Visit from Brian Stratton, Director of the NY Canal Corporation –**

Brian Stratton took a walking tour of the DRI (Downtown Revitalization Initiative) site and enjoyed lunch at Cafe 19 on September 16, 2020. He mentioned that Seneca Falls' DRI has more canal-centric projects than any other DRI to date and he was very happy about that.

#### Additional Slats for Welcome Signs –

The SFDC discussed adding several slats to the “Welcome to Seneca Falls” signs, as seasonal slats will be taken down. There is space for four of these vertical signs (or slats). One slat will read, “Welcome to Our Purple Heart Community” and will be designed in coordination with Menzo Case, President and CEO of Generations Bank. Another slat will read, “Inspiration for *It's a Wonderful Life* Movie. These slats will be in addition to the signs that feature the Farmer's Market in People's Park, as well as the slat that reads, “The Birthplace of Women's Rights”. Greg will create a form that businesses and organizations can fill out if they are interested in adding a slat to the signs, which he will share with the SFDC at our next meeting. There will be a process to determine which slats will be permitted, a design approval process, etc.

Mike moved to discuss Greg's salary, seconded by Doug. The SFDC will forward official requests for the Director's salary and funding required to run the farmer's market for the 2021 Calendar year. Mike mentioned that a contract may be required with the Town Council to cover the Director's salary per the Town Attorney. More information to come.

Christine moved to write a letter to the Town Council to request \$4,000 for the Farmer's Market and to request the Director's salary plus whatever annual increase is given to Town employees (if approved). Kristin seconded this motion.

#### **Old Business:**

##### Canoe/Kayak “Canal Staycation” Program Wrap-Up –

Greg will contact Fuzzy Guppies kayak rental to get a report from the event. The program was a success and the SFDC is hopeful that having these statistics will support expanding upon the program in future years.

##### 10 & 2 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.

##### Seneca Falls 2020 update –

- I. Banners/signage: The SFDC purchased two 2020 banners for downtown that celebrates the 19th Amendment Centennial. The banner does not specifically have the year 2020 on it, as the SFDC hopes to continue the celebration into the year 2021 due to the pandemic. Since the banner was printed incorrectly initially, we did not have it in time for the fountain event so the Board decided to wait until the Spring to hang otherwise the weather will destroy them.
- II. Ornaments: Greg reported that there are between 300 and 400 Centennial ornaments available for sale. The SFDC will remind businesses of the last of the

stock before the holiday season commences and may reach out to the It's a Wonderful Life festival/run to share the link to order ornaments. The SFDC does not intend on having more ornaments made to sell, as they are a limited edition item.

DRI process and project updates -

The DRI process is moving forward. The SFDC is hoping to hear soon when accepted projects will be announced. No specific timeline has been given due to the pandemic.

Farmer's Market 2020 Season –

Greg reported that the market has been going great even with the pandemic requirements and that the last day of the season will be October 13, 2020. The SFDC is looking for a new market manager for the 2021 season.

**Member Comments:**

Joell shared that she is able to serve as Board Chair of the SFDC for one more year should the Board wish her to stay on; she was unsure of when her second term ended and did some research.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Monday, October 19, 2020 at 5:00 PM to be held in person at FLX Creatives.

**Adjourn:**

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

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member