

Seneca Falls Development Corporation Board of Directors Meeting - Minutes August 21, 2019

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Wednesday, August 21, 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 (by telephone), Gregg Lazzaro, and Jerry Goodenough. Also attending were Greg Zellers, Director of the SFDC and Jessica Lorenzetti.

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

Prior Meeting Minutes:

The meeting minutes for the July 24, 2019 meeting were reviewed. Doug Avery moved to approve the meeting minutes, seconded by Joell Murney-Karsten 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 July 31, 2019. They are attached to this document. Jerry Goodenough moved to accept the report, seconded by Gregg Lazzaro and unanimously approved.

New Business:

Jessica Lorenzetti was introduced to the board as a potential new board member. Jessica gave some background: She was originally from Seneca Falls, attended Mynderse Academy and has moved back with her husband and is a school teacher in the district.

Gregg Lazzaro moved to elect Jessica to the board for a three-year seat, seconded by Doug Avery and unanimously approved.

Old Business:

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

Grant writer RFP/process update: Doug Avery reported that there will be a presentation at the next Town of Seneca Falls Board meeting scheduled for 9/3/19. He is anticipating that after the presentation the RFP should be approved, and he gave a timeline for the process of 2-3 months.

Annual Town contribution to the SFDC and the Farmer's Market: Doug Avery reported that the town contribution for the SFDC should be made by late August, and the Farmer's market payment will follow.

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

- Two to Three times the numbers of visitors
- Some of the vendors are selling out
- Two children's programs, two more to come
- Greg announced this will be the last year he will lead this effort
- SFDC working with the town board will consider how to replace this position

2020 celebration update: Joell Murney-Karsten reported that the ornament for the 2020 celebration was finalized (attached picture) and the cost would be \$9.00. She suggested that the SFDC sell these for \$20.00. Her goal was to be able to sell some at the National Women's Hall of Fame induction ceremony taking place on 9/14. The revenue from the sales will be used by the SFDC for the rest of the 2020 event.

Member Comments:

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

- Former Abigail's re-opened as Barkley Riverside
- A new Liquor Store coming soon in the old Dunkin Donut building
- Old OTB has a lease sign on it

Executive Session:

At 5:57 Gregg Lazzaro moved to have the SFDC board meet in executive session, seconded by Doug Avery, unanimously approved. The board resumed the normal meeting at 6:20.

2020 discussion:

Greg Zellers lead a discussion concerning the next steps for the 2020 event and he will be updating the master calendar to include all events in Seneca Falls for the next 18 months and will have this ready for the next board meeting. SFDC board members were to reach out to potential donors for this event.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday September 18th 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 6:45 PM.

Respectfully submitted,

Jerry Goodenough
Board Member