

Seneca Falls Development Corporation Board of Directors Meeting - Minutes March 27, 2019

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Wednesday, March 27, 2019, in the board room of the Generations Bank Headquarters at 20 East Bayard Street, Seneca Falls, New York.

Board members present included: Board Chair Joell Murney-Karsten, Doug Avery, Greg Lazzaro, Shannon Ward and Jerry Goodenough. Absent were: Diana Smith and Ken McConnell. Also attending were Greg Zellers, Director of the SFDC, and one guest.

The meeting was called to order at 5:32 PM.

Prior Meeting Minutes:

The meeting minutes for the February 13, 2019 meeting of the SFDC Board were not available for review. The minutes from this meeting will be reviewed at the next Board meeting in April.

Treasurer's Report:

Doug Avery presented a report including a Statement of Accounts (credits and debits) for the four bank accounts held by the SFDC, reflecting figures as of February 28th, 2019. They are attached to this document. Greg Lazzaro moved to accept the report, seconded by Shannon Ward and unanimously approved.

The final 2018 annual audit was reviewed by the board members. A motion was made by Doug Avery to accept the audit, seconded by Shannon Ward and unanimously approved. Doug Avery and Greg Zellers will submit the audit on Friday 3/29.

New Business:

Farmers market:

Greg Zellers reported on the progress for the 2019 Farmer's Market which will have a start date of June 11th and will be open (on a new day of the week and hours) every Tuesday through the summer until October 8th; hours will be from 3:00 – 7:00 pm possibly staying open until dusk. A new addition this year will be the addition of wineries and breweries who will be offering tastings.

2019 Downtown Revitalization Incentive ("DRI") Grant:

The board discussed the 2019 DRI grant. As an outcome of the discussion, Greg Zellers will be reviewing the 2018 grant application and re-writing the 2019 application for review by the Board. A public meeting will be scheduled to discuss developing the DRI application, potential specific projects that may qualify, and a vision of downtown revitalization. This Community workshop will be held on Thursday April 25th from 6:00 – 7:00 Pm at the Seneca Falls Community Center. An open invitation to the public will be announced and posted.

2019 SFDC Goals:

The board discussed the goals found in the SFDC Economic Development Plan (EDP). As an outcome, the Board and Greg Zellers will be concentrating on the 2019 DRI application, the 2020 Seneca Falls year-long celebration of the 19th amendment, and the kick-off of the Farmers Market.

Old Business:

- Joell Murney-Karsten informed the board that if they had not already signed the conflict of interest and record retention disclosure forms to please get them signed and returned to her.
- Greg Zellers reported on the 2020 celebration: Media kits have been sent out and sponsorship conversations are in progress with several area and regional businesses.

At 6:28 Greg Lazzaro moved for the Board to enter Executive Session to discuss a personnel matter, seconded by Doug Avery and unanimously approved.

At 7:14 the board resumed the regularly scheduled meeting.

A motion was made by Shannon Ward to offer the position of Seneca Falls 2020 Celebration Event Coordinator to Susan Cornett. The motion was seconded by Greg Lazzaro and unanimously passed.

A motion was made by Doug Avery to accept the proposed contract for the Seneca Falls 2020 Celebration Event Coordinator. The motion was seconded by Shannon Ward and unanimously passed.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Thursday April 25th at 5:00 – 6:00 at the Seneca Falls Community Center. Immediately following this meeting, a Public Workshop to discuss developing the DRI Application and potential projects will be held at the same location from 6:00 – 7:00.

Adjourn:

There being no further business before the Board, upon motion by Greg Lazzaro, seconded by Jerry Goodenough and unanimously approved, the meeting adjourned at 7:45 PM.

Respectfully submitted,

Jerry Goodenough
Board Member