

Seneca Falls Development Corporation Board of Directors Minutes of the April 20, 2021 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Tuesday, April 20 2021, 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, Kristin Grillone, Christine VanDusen, Mike Ferrara, and Jessica Lorenzetti. Jerry Goodenough joined the meeting via telephone. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:00.

Prior Meeting Minutes:

The meeting minutes for the March 24, 2021 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 March 31, 2021. They are attached to this document. Mike moved to accept the report, seconded by Kristin and unanimously approved.

New Business:

Canal Corporation representatives in Town on Wednesday/Thursday –
Joell and Greg will be meeting with representatives from the Canal Corporation and will visit properties along VanCleaf Lake and the canal.

Town Calendar/Business Directory –

Board members discussed the need for a more comprehensive, user-friendly, and ADA compliant Town website. The website needs an updated business directory and calendar. The Town has an RFP out for a new website but would like the SFDC to be in charge of the calendar. The SFDC and Town websites will then be linked, so visitors can easily navigate from one to the other.

Old Business:

DRI Update –

There is currently no update from the State regarding the Downtown Revitalization Initiative, however Joell shared that the Lieutenant Governor will be coming to announce which of the submitted projects have been chosen. We will be given one to two days’ notice of this visit.

Statue Project Update –

- i. Site development –

Joell shared that the sculpture will arrive this August. The fence will be going in at the end of April-beginning of May. Site development begins in May/June.

- ii. Dedication event –
The event will likely occur in September. Molly Kleven will assist in planning the event. The details of the event are forthcoming.
- iii. Ripples of Change Website Development –
A website is being developed that includes Jane DeDecker’s biography and showcases the process of sculpting the statue. The website to visit is www.ripplesofchange.live and there will be a livestream of the dedication event also. The SFDC discussed the need for a heavy social media push to build excitement around the new statue. Greg and Christine will take the lead on promoting the website and social media, which will be launched in May. Promotions will be released every 10 days, and more frequently as the date approaches.

Microenterprise Potential –

The SFDC is hoping to identify businesses that consist of 4-5 people that are interested in either starting a business or expanding. These businesses must employ low-moderate income employees. There are grants available between \$5,000 and \$25,000, with the business owner matching 10% of the grant. The SFDC will discuss this opportunity in more detail at upcoming meetings.

Seneca Falls Kayak Program –

The program cannot be funded by the Ralph C. Wilson Jr. Legacy Fund for Youth Sports Grant. Greg reached out to Fuzzy Guppies to discuss the possibility of them renting out kayaks, however they recently sold the business so Greg will follow-up with the new owners by the May meeting.

Farmer’s Market 2021 Season –

The season will run from June 15, 2021 to October 12, 2021. Advertising for the market will begin in May. On Tuesday, April 27, Greg will hold a meeting at the Community Center for all vendors, Market Manager Luke Lorenzetti, and Patty of Cornell Cooperative Extension. There is a waiting list for vendors. There is an increased number of produce vendors from last year to fourteen. There are two craft vendors. The rate for vendors will be the same as last year. There have been no restrictions announced yet in regards to COVID (aside from mask-wearing, social distancing, and other expected restrictions) and the market will be operating at full capacity.

Grant opportunities for Canal-related events –

The SFDC discussed the possibility of applying for a grant through the Canalway Grant Program to fund a Seneca Falls Kayak Program in 2022. We are unable to apply for a grant until the Fall of 2021, and will look at other possibilities between now and then.

Member Comments:

Joell shared that the owners of a “glamping” (luxury campsites) business based in Watkins Glen are interested in setting up sites in Seneca Falls possibly summer of 2022.

Greg shared that the website www.ReopenSenecaFalls.com will expire in May. The SFDC members agreed that there is no longer a need for the website since the pandemic is winding-down.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, May 19, 2021 at 5:00 PM to be held in person at FLX Creatives.

Adjourn:

There being no further business before the Board, upon motion by Kristin Grillone, seconded by Christine VanDusen and unanimously approved, the meeting adjourned at 5:53 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member