

Seneca Falls Development Corporation Board of Directors Minutes of the December 16, 2020 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, December 16, 2020 via teleconference. The link to the meeting was posted on the SFDC website.

Board members present included Board Chair Joell Murney-Karsten, Doug Avery, Mike Ferrara, Kristin Grillone, Christine VanDusen, Jerry Goodenough and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:02.

Prior Meeting Minutes:

The meeting minutes for the November 18, 2020 meeting were reviewed. Mike moved to approve the meeting minutes, seconded by Kristin 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 November 30, 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. Jerry moved to accept the report, seconded by Mike and unanimously approved.

PARIS/Audit Reports Update –

Greg shared that the PARIS/Audit reports are complete and filed.

New Business:

2020 PARIS Preparation –

i. Discussion on SFDC Committee Appointments for 2021 (required for PARIS filing): In order to file the 2020 PARIS report, the SFDC is required to form three committees within the Corporation: the Audit Committee, the Finance Committee, and the Governance Committee. It was determined that Kristin, Mike, and Doug will serve on the Audit Committee, with Kristin serving as the committee chair. Doug, Kristin, and Jerry will serve on the Finance Committee, with Doug serving as the committee chair. Jessica, Christine, and Mike will serve on the Governance Committee, with Jessica serving as the committee chair.

2021-2025 Budget Development –

Members of the Finance Committee will develop the SFDC budget. This will be discussed in further detail at the January meeting.

Main Street Grant Assistance –

Mike, Greg, and Joell are working with MRB Group into whether writing a Main Street Grant now is feasible. If so, it would include businesses on the canal side of Fall Street, as well as businesses in the Sackett district. Grants would cover up to \$50,000 in renovations to buildings, with business owners covering 25% of the expenses, and the grants covering the other 75%. If feasible, applications are due the 3rd week of January, 2021.

REDCO Economic Development Program Curation –

REDCO focuses on the economic development of eight neighborhoods in Rochester, as well as supporting local city entrepreneurs. The SFDC would like to design a smaller program modeled after REDCO. Joell & Greg had an initial call with the REDCO Team, and Greg will be in contact with the director of REDCO for more details.

Old Business:

Statue Project Update –

There was a press release last month regarding the *Ripples of Change* statue, designed by sculptor Jane DeDecker, which honors women's rights activists Sojourner Truth, Harriet Tubman, Laura Cornelius Kellogg, and Martha Coffin Wright. A website is being developed that includes Jane DeDecker's biography and showcases the process of sculpting the statue. Joell shared that the sculptor will also be designing a National Monument in Washington DC. Site work for the Seneca Falls state will begin this spring, followed by the statue's arrival this summer, and finally, the statue dedication around approximately mid-September.

Seneca Falls Kayak Program Grant Update (for Summer 2021) –

The SFDC is considering applying for the Ralph C. Wilson, Jr. Legacy Fund for Youth Sports Grant in order to fund a bicycle/kayak youth program next summer. Greg will connect with the administrator to discuss this grant in more detail next week.

Farmer's Market 2021 Season Manager Search –

Luke Lorenzetti expressed interest in the Farmer's Market manager position for the 2021 season. The SFDC will ask Luke to join the January meeting to discuss this position with him in more detail.

Ornament Status

Greg reported that there are approximately 300 2020 Centennial Ornaments available for purchase. To help promote sales, the SFDC contacted those on the It's a Wonderful Run email list. The SFDC hopes to sell limited edition ornaments every two years, designed by Greg. The ornaments will be available for purchase online or at local businesses.

Member Comments:

Joell shared that the Federal 2020 Commission gave the SFDC blue and yellow sweatshirts that celebrate the 19th Amendment to be given to anyone interested.

Jerry opened a conversation about how the SFDC could honor donors for contributions to Centennial Celebration events.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, January 27, 2020 at 5:00 PM to be held via teleconference.

Adjourn:

There being no further business before the Board, upon motion by Doug Avery, seconded by Christine VanDusen and unanimously approved, the meeting adjourned at 6:05 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member