

Seneca Falls Development Corporation Board of Directors Minutes of the February 24, 2021 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, February 24, 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, 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 5:00.

Prior Meeting Minutes:

The meeting minutes for the January 27, 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 January 31, 2021. They are attached to this document. Jerry moved to accept the report, seconded by Mike and unanimously approved.

New Business:

Election of Officers (Chair, Vice-President, Treasurer, Secretary) –

Members of the SFDC nominated and approved the following positions:

Joell will serve as Chair of the Board. Christine and Kristin will serve as Co-Chair Vice-Presidents of the Board. Doug and Jerry will serve as Co-Treasurers. Jessica will serve as Secretary. Jerry moved to accept these appointments, seconded by Mike.

SFDC 2020-2024 Budget Adoption –

The budget committee shared the revised budget for 2020-2024. The budget is attached to this document. Jerry moved to accept the new budget, seconded by Kristin and unanimously approved.

2020 Key Accomplishments Presentation –

Greg reviewed the Board’s key accomplishments in the year 2020. The presentation covered the following: Downtown Revitalization Initiative (DRI), Reopen Seneca Falls Website, NYS Canal Staycation Program, Seneca Falls Farmers Market, Team Active8 Play Equipment Donations, Assisted several Businesses Opening in Seneca Falls, 2020 Celebration Development & Planning, 2020 Ornaments, Purple & Gold Flower Initiative, 2020 Centennial Fountain & dedicatin ceremony, “Ripples of Change” Sculpture Project, Seneca Falls Marketing Packet, “Your Town” Seneca Falls TV Feature, Additional Town Welcome Signage, and Ongoing Economic Development Efforts.

Review of Mission Statement and Measurement Report –

The board reviewed and acknowledged that we are staying true to the purpose of the SFDC. Under the “Governance Clarification”, the fourth statement will be changed to the following: “The role of the *Director* is to collaborate with the Board in strategy development and to implement established programs, processes, activities, and policies to achieve the public authority’s mission.” With this change, the board voted “yay” for all five items listed. Joell will sign the statement and Greg will submit it for the PARIS report.

Conflict of Interest Form –

All board members signed and returned the Conflict of Interest form to Greg.

Retention and Destruction Policy –

All board members signed and returned the Retention and Destruction Policy Form to Greg.

Letter of Support (314 Fall Street) –

The board reviewed a letter sent by the property owner of 314 Fall Street, looking for a letter of support from the SFDC for a grant application. Christine motioned to offer Greg board approval to write the letter on our behalf, seconded by Mike and unanimously approved.

Old Business:

2020 PARIS Preparation –

Greg shared that the SFDC’s auditor has all necessary paperwork and will file the PARIS/audit reports in the next several weeks.

2021 Farmer’s Market (COVID/MOUs/Vendor Outreach/Town Support) –

Seneca Falls resident, Luke Lorenzetti, has been appointed Market Manager for the 2021 season. COVID restrictions will still be in place for the 2021 season, although there will likely be less stringent than we saw in the 2020 season. The board reviewed three MOUs: Luke Lorenzetti for Market Manager duties, Greg to cover printing, advertising, and marketing costs, and Cornell Cooperative Extension for benefits administration. Kristen moved to approve the MOUs, seconded by Jerry and unanimously approved by all board members.

Ripples of Change Sculpture Update –

Joell shared that the sculpture will arrive this August. Jerry motioned to set the arrival date of the sculpture as August 18, 2021, seconded by Christine and approved unanimously.

Ripples of Change Event –

There will be a sculpture dedication mid-September. The SFDC hopes for student involvement in the dedication. More details will be shared as they become available.

Executive Session –

Jerry motioned to enter executive session to discuss a personnel issue at 6:15, seconded by Mike and unanimously approved. Mike motioned to leave executive session at 6:20, seconded by Christine and unanimously approved.

Kristin motioned to appoint Greg Zellers to the (consultant) position of Director of the SFDC for another year, seconded by Jerry and unanimously approved by all board members.

Member Comments:

The board discussed a Welcome to Seneca Falls sign that had been hit by a snow plow and our plans to replace it.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, March 24, 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 Jerry Goodenough, seconded by Kristin Grillone and unanimously approved, the meeting adjourned at 6:47 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member