

Seneca Falls Development Corporation Board of Directors Minutes of the January 27, 2021 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, January 27, 2021 via teleconference. The zoom 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, 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 December 16, 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 December 31, 2020. They are attached to this document. Mike moved to accept the report with the following modification: changing the date November 24, 2020 to the correct date that Greg Zellers received his biweekly stipend. This motion was seconded by Kristin and unanimously approved.

2019 PARIS/Audit Reports Closure –

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

New Business:

Farmer’s Market 2021 Season Manager Candidate –

Seneca Falls resident, Luke Lorenzetti, joined the SFDC meeting to discuss the market manager position. Greg gave a summary of the position and Luke expressed his interest in pursuing the position. Doug motioned to appoint Luke to the market manager position, seconded by Mike and unanimously approved.

2021-2025 Budget Development –

Members of the SFDC’s Finance Committee will develop the budget for the next four years. Members of this committee include Doug, Kristin, and Jerry, with Doug serving as the committee chair. Greg will reach out to Finance Committee members to set up a Zoom meeting to discuss this process in further detail.

SFDC Annual Meeting –

The annual meeting will be held in February. Greg and Joell stressed the importance of all members being present for this meeting, at which members will review the 2021-2025 budget and vote on officer positions.

Old Business:

Main Street Grant Assistance –

At this point in time, the Main Street Grant cannot move forward until the DRI project selection process by the state has been completed, so we will revisit writing the Main Street grant at a future date.

2020 PARIS Preparation –

Greg shared that he and Doug would work together to get all necessary documents to the auditor this month in preparation for filing the PARIS/audit reports.

Statue Project Update –

There was a press release regarding the “Ripples of Change” statues, designed by sculptor Jane DeDecker, which honors women’s rights activists Sojourner Truth, Harriet Tubman, Laura Cornelius Kellogg, and Martha Coffin Wright. Joell shared that the sculptor will also be designing a National Monument in Washington DC. Site design is underway and site work will begin this spring, followed by the statue’s arrival this summer, and finally, the statue dedication ceremony mid-September. The SFDC hopes for student involvement in the dedication.

Ripples of Change Website Development –

A website is being developed that includes Jane DeDecker’s biography and showcases the process of designing and sculpting the statues. The website to (eventually) visit is www.ripplesofchange.live and we will offer livestreaming of the statue dedication ceremony. The SFDC discussed the need for a heavy social media push to build excitement around the new statue.

REDCCo Economic Development Program Curation –

REDCCo 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 REDCCo that focuses on economic development in Seneca Falls. Greg has been in contact with the director of REDCCo, and will update the SFDC on the progress of this partnership at our next meeting.

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

The SFDC has considered applying for the Ralph C. Wilson, Jr. Legacy Fund for Youth Sports Grant in order to fund a bicycle/kayak youth/family program next summer. Greg has been in contact with the administrator to discuss this grant. He shared that we will have a better idea of the likelihood of obtaining this grant in February. He will update SFDC members at our next meeting.

Member Comments:

Joell shared that the owner of Seneca Sol, a business that offers “glamping” in Watkins Glen, expressed interest in setting up something similar in Seneca Falls down the road. Joell will keep the SFDC informed of any updates on this possibility.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, February 24, 2021 at 5:00 PM to be held via teleconference.

Adjourn:

There being no further business before the Board, upon motion by Mike Ferrara, seconded by Doug Avery and unanimously approved, the meeting adjourned at 5:47 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member