

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

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, March 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, Kristin Grillone, Christine VanDusen, and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC. Absent: Mike Ferrara and Jerry Goodenough.

The meeting was called to order at 5:00pm.

Prior Meeting Minutes:

The meeting minutes for the February 24, 2021 meeting were reviewed. Kristin 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 February 28, 2021. They are attached to this document. Joell moved to accept the report, seconded by Christine and unanimously approved.

PARIS Update and Authorize Auditory Payment –

Greg shared that the SFDC’s auditor has all necessary paperwork and will file the PARIS/audit reports this weekend. Joell moved to authorize the payment for auditor Judith Cellover, seconded by Christine and unanimously approved.

New Business:

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.

Old Business:

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. Site development begins in May.
- ii. Dedication event –
The details of the dedication event are forthcoming. The SFDC passed a resolution to offer Molly Kleven an event planning position for the event.
- 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. This site will also be where the dedication ceremony can be live-streamed. 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, which will be launched in April.

REDCCo Economic Development Program update –

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 and Joell had an initial meeting with REDCCo several months ago who have agreed to share their procedures and research. Greg has been in contact with the Director of REDCCo, and will continue to update the SFDC on the progress of this partnership at upcoming meetings.

Seneca Falls Kayak Program –

i. Grant update –

The program cannot be funded by the Ralph C. Wilson, Jr. Legacy Fund for Youth Sports Grant.

ii. Potential to continue this summer –

The SFDC discussed the possibility of Fuzzy Guppies scheduling and charging for the rentals of kayaks by making reservations online. Greg will reach out to Fuzzy Guppies to gauge interest.

Farmer's Market 2021 Season –

The season will run from June 15, 2021 to October 12, 2021 (provided the weather cooperates). 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 from Cornell Cooperative Extension. There is a waiting list for vendors. There is an increased number of produce vendors from last year. 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.

Member Comments:

There were no additional comments.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Tuesday, April 20, 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 Doug Avery, seconded by Kristin Grillone and unanimously approved, the meeting adjourned at 5:46 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member