

## **Seneca Falls Development Corporation Board of Directors Minutes of the November 18, 2020 Meeting**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Wednesday, November 18, 2020, 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, and Jessica Lorenzetti. Board members Jerry Goodenough and Christine VanDusen joined by telephone. 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 October 19, 2020 meeting were reviewed. Doug moved to approve the meeting minutes, seconded by Mike 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 October 31, 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 Fountain Celebration. Mike moved to accept the report, seconded by Jessica and unanimously approved.

### **Paris/Audit Reports Update –**

Greg shared that the PARIS/Audit reports are complete and will be filed this week.

### **New Business:**

#### **2021 Budget Modifications –**

Joell made a motion to correct the town contribution amount to the actual approved amount. This would allow Greg to change the 2019-2023 budget document prior to this week’s PARIS filing. Doug seconded this motion and it was unanimously approved.

#### **Farmer’s Market 2021 Season Preparations –**

Luke Lorenzetti expressed interest in the Farmer’s Market manager position for the 2021 season. The SFDC plans to add Luke to the agenda in the next several months to discuss this position with him in more detail.

#### **Potential Seneca Falls Bicycle/Kayak Program –**

Greg reported that 490 people participated in the Canal Staycations Activity Program, which aimed at promoting trail and canal activity throughout the New York State. The number of participants in Seneca Falls was the highest among all six sites (most cities) with programs. Although this program saw much success in Seneca Falls, New York State will likely be funding

other communities next summer. 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.

**Old Business:**

**Statue Project Update –**

There will be a press release coming out tomorrow 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. The statues should be arriving to Seneca Falls in the Summer of 2021 with a dedication ceremony to follow. Joell and Greg will continue to work with all groups/organizations on the statue design, site work preparation, etc. The SFDC is thankful to all groups who collaborated to get this project off the ground.

**Town Welcome Sign Agreement Review –**

Greg presented the “Signage Request Form” to the SFDC board. This is a form that businesses and organizations can fill out if they are interested in adding a slat to the “Welcome to Seneca Falls” signs, which will require approval.

**DRI process and project updates -**

The DRI process is moving forward. The SFDC is hoping to hear soon when accepted projects will be announced.

**Ornament Discussion –**

Greg reported that there are approximately 400 2020 Centennial Ornaments available for purchase. 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. To help promote sales, the SFDC discussed the possibility of putting out a press release, as well contacting those on the It’s a Wonderful Run email list.

**Member Comments:**

Mike Ferrara opened a discussion regarding how the SFDC could better support businesses in downtown Seneca Falls. Greg shared his interest in leading sessions that would teach local business owners how to better market themselves online.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, December 16, 2020 at 5:00 PM to be held in person (if possible) at FLX Creatives; otherwise by Zoom.

**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 6:08 PM.

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member