

Seneca Falls Development Corporation Board of Directors Minutes of the October 19, 2020 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, October 19, 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, Jerry Goodenough, Kristin Grillone, Christine VanDusen (on telephone), and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 4:58.

Prior Meeting Minutes:

The meeting minutes for the September 29, 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 September 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. Christine moved to accept the report, seconded by Mike and unanimously approved.

Paris/Audit Reports Update –

The SFDC’s auditor has filed an extension with the state, which pushes the deadline to November 15, 2020. The SFDC has received a copy of the receipt for the extension. Greg will receive a weekly update from the auditor until the reports are completed.

New Business:

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.

Town Welcome Sign Agreement –

Greg will create a form that businesses and organizations can fill out if they are interested in adding a slot to the “Welcome to Seneca Falls” signs. He will share this form with the members of the SFDC at our next meeting.

Old Business:

Seneca Falls 2020 update –

- I. Banners/signage: The SFDC purchased a 2020 banner for downtown that celebrates the 19th Amendment Centennial. The banner does not specifically have the year 2020 on it, as the SFDC hopes to continue the celebration into the year 2021. The banner will be put up in the spring.

DRI process and project updates -

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

Staycation Recap –

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 above average among all six sites with programs. The SFDC is hopeful that these statistics support expanding upon the program next year.

Farmer's Market 2020 Season –

Greg reported that October 13, 2020 marked the final market of a successful season. Vendors are looking forward to returning next year. The SFDC is looking for a new market manager for the 2021 season.

Member Comments:

There are no additional member comments.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, November 18, 2020 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 Mike Ferrara and unanimously approved, the meeting adjourned at 5:34 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member