

## **Seneca Falls Development Corporation Board of Directors Minutes of the August 9, 2021 Meeting**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, August 9, 2021, in the offices of FLX Creatives at 121 Fall Street, Seneca Falls, New York.

Board members present included Board Chair Joell Murney-Karsten, Doug Avery, Christine VanDusen, Mike Ferrara, Jerry Goodenough and Jessica Lorenzetti. Kristin Grillone attended by telephone. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:31.

### **Prior Meeting Minutes:**

The meeting minutes for the June 29, 2021 meeting were reviewed. Doug moved to approve the meeting minutes, seconded by Mike and unanimously approved.

### **Treasurer’s Report:**

Doug Avery presented two financial reports including a Statement of Accounts (credits and debits) held by the SFDC, one reflecting figures as of June 30, 2021, and the other reflecting figures as of July 31, 2021. They are attached to this document. Mike moved to accept the report, seconded by Christine and unanimously approved.

### **New Business:**

Fountain –

The NYS Canal Corporation is “gifting” (technically loaning in perpetuity) the fountain. The Town of Seneca Falls, SFDC, and Canal Corp are determining the exact location for the fountain, as well as what is needed to hard-wire it permanently. It will still need to be removed before each winter, put in late spring, etc. The hope is to have this fountain in place by the statue dedication event and for the Canal Corporation to dedicate the fountain at that time.

### **Old Business:**

DRI and Next Steps –

Already Awarded Projects: will receive contracts from the State; Businesses can start their work beginning on the date listed on the contract. The projects are listed on the [www.senecafallsdri.com](http://www.senecafallsdri.com) website. There is also a \$600,000 Building Improvement Fund, which local businesses and building owners can apply to for interior and exterior upgrades, repairs, and enhancements per the criteria that will be provided by the State. The Local Planning Committee will reconvene in the fall to begin the criteria and application criteria for the Building Improvement Fund.

## Statue Project Update –

- i. Site development –  
Site development began in July. Mike Ferrara shared that the Town will be putting in a new, ADA accessible crosswalk from Generations Bank to the statue site. Greg shared that he and his daughter had the privilege of visiting the art studio of sculptor Jane DeDecker in Colorado and saw her process first hand.
- ii. Dedication event –  
The event is on track to occur in the fall. Molly Kleven will assist in planning the event. There was an art/poetry contest for students in grades K-12 in which students celebrated strong women throughout history and in their personal lives. Members discussed potential prizes for the contest winners and agreed on \$20 gift cards to local businesses, but the number of prizes will be determined at a later time but at least 10 prizes at \$20 each.
- iii. Joell shared that the Seneca Falls Heritage and Tourism Center received the miniature versions of the Ripples of Change statues and there was a small unveiling on July 9<sup>th</sup> and a press release put out on July 10<sup>th</sup>.
- iv. Ripples of Change Website Development –  
A website has been developed that includes Jane DeDecker’s biography and showcases her process of sculpting the statues. The website to visit is [www.ripplesofchange.live](http://www.ripplesofchange.live) and there will be a livestream of the dedication event.

## Ornaments based on new statues –

Ornaments based on Jane DeDecker’s Ripples of Change statues will be launched at the dedication event this fall, and available for sale online, and at local businesses. Jane signed off on the rights to the images, allowing the SFDC to create a Ripples of Change ornament.

## Town Calendar/Business Directory –

Board members continued the discussion regarding the need for a more comprehensive, user-friendly, and ADA compliant Town website. The website needs an updated business directory and calendar. The Town has an RFP out for a new website but would like the SFDC to be in charge of the calendar. The SFDC and Town websites will then be linked, so visitors can easily navigate from one to the other. Greg reported that the calendar is underway and events are being added.

## Farmer’s Market 2021 Season –

The season will run from June 15, 2021 to October 12, 2021. Greg reported that the market continues to run smoothly. The Farmer’s Market sign will be added to the “Welcome” signs seasonally each year.

**Member Comments:**

There were no additional member comments.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Monday, September 20, 2021 at 5:30 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 Jerry Goodenough and unanimously approved, the meeting adjourned at 6:42 PM.

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member