

Seneca Falls Development Corporation Board of Directors Minutes of the June 29, 2021 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Tuesday, June 29, 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, Mike Ferrara, Jerry Goodenough and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:02pm.

Prior Meeting Minutes:

The meeting minutes for the April 20, 2021 meeting were reviewed. Mike moved to approve the meeting minutes, seconded by Kristin and unanimously approved. The May meeting was cancelled due to not having a quorum.

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 April 20, 2021, and the other reflecting figures as of May 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 from 2020. 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.

Seneca Falls Business Map Development –

Members discussed the need for an interactive map with directions, photos, and information about local businesses. This would be a subdomain of the SFDC website and would take business involvement.

Old Business:

DRI Announcement and Next Steps –

The projects chosen by the State were announced by Lt. Governor Kathy Hochul in May. Businesses can start their work beginning on the date listed on the contract that they have with the State. The projects are listed on the www.senecafallsdri.com website. There is also a

\$600,000 Building Improvement Fund, which local businesses and building owners can use for interior and exterior upgrades, repairs, and enhancements per the criteria that will be provided by the state.

Statue Project Update –

- i. Site development –
Site development will begin around July 5th. The concrete delivery could delay this by a week or two.
- ii. Dedication event –
The event will likely occur in the fall. Molly Kleven will assist in planning the event. There was an art project 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 \$25 gift cards to local businesses, but the number of prizes will be determined at a later time but at least 10 prizes at \$25 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 9th and a press release put out on July 10th.
- 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 and there will be a livestream of the dedication event.

Statue Ornament Considerations –

After having success with the 2020 Centennial Ornaments, members discussed our hope to sell limited edition ornaments every two years. The ornaments will be available for purchase online and at local businesses. Jane DeDecker's Ripples of Change statues will be featured next, and Jane is signing off the rights to the images, allowing the SFDC to create a Ripples of Change ornament. The plan is to announce these new ornaments this fall – possibly at the dedication event.

Seneca Falls Kayak Program –

Greg reached out to Fuzzy Guppies to discuss the possibility of them renting out kayaks as a continuation of last summer's staycation excursion program under the Canal Corp, however they recently sold the business, and the new owners were not up to the task. The SFDC will explore options with the new owners for next season.

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.

Farmer's Market 2021 Season –

The season will run from June 15, 2021 to October 12, 2021. Greg reported that there has been a smooth start to the season.

Member Comments:

Joell thanked the Town of Seneca Falls for their support with the Mynderse Academy Senior Car Parade.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Monday, August 9, 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 Mike Ferrara and unanimously approved, the meeting adjourned at 5:53 PM.

Respectfully submitted,

Jessica Lorenzetti
Secretary & SFDC Board Member