

## **Seneca Falls Development Corporation Board of Directors Minutes of the September 20, 2021 Meeting**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, September 20, 2021, in the room of FLX Creatives at 121 Fall Street, Seneca Falls, New York.

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

The meeting was called to order at 5:00.

### **Prior Meeting Minutes:**

The meeting minutes for the August 9, 2021 meeting were reviewed. Mike 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 August 31, 2021. The report is attached to this document. Doug will look into the cost of a yearly subscription for Quickbooks. Mike moved to accept the report, seconded by Jerry and unanimously approved.

### **New Business:**

There was no new business at today’s meeting.

### **Old Business:**

Statue Project Update –

- i. Site development –  
The site development is complete and within the budget. Joell shared that there was a new sign ordered that reads, “Women of Change” to be placed by the statues soon.
- ii. Fountain –  
The fountain was placed in VanCleaf Lake near Trinity Church and will operate daily through approx. Oct. 6 and removed around Oct. 8 – weather dependent. The NYS Canal Corporation delivered the fountain and their staff assisted in its installation.
- iii. Dedication event –  
The event is on track to occur on the scheduled day. Molly Kleven has been assisting in planning the event and will be on-site that day to assist. Board

members discussed the logistics of setting up the event. Greg shared that the website [www.ripplesofchange.live](http://www.ripplesofchange.live) will livestream the dedication event.

- iv. Ornaments based on new statues –  
Ornaments based on Jane DeDecker's *Ripples of Change* statues will be available for purchase after the dedication event, and can be purchased online and at local businesses. Jane signed off on the rights to the images, allowing the SFDC to create a *Ripples of Change* ornament.

#### DRI and Next Steps –

Awarded projects can start their work as of the date they sign the contract with the State. 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 for interior and exterior upgrades, repairs, and enhancements per the criteria that will be provided by the state. The Local Planning Committee (LPC) will reconvene in October/November to begin the process.

#### Farmer's Market 2021 Season –

The last day of the market will be October 12, 2021. Greg reported that the market continues to run smoothly, although attendance of vendors has dwindled some due to lack of seasonal produce, etc. Hopefully when pandemic restrictions are fully lifted, we can integrate more programs to attract more visitors.

#### **Member Comments:**

There were no additional member comments.

#### **Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Wednesday, October 21, 2021 at 5:00 PM to be held in person at FLX Creatives. Due to a lack of a quorum, this meeting was postponed until November 8, 2021 at 5:30pm at FLX Creative offices.

#### **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 5:42 PM.

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member