

Seneca Falls Development Corporation Board of Directors Minutes of the April 18, 2022 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, April 18, 2022 in the conference room of FLX Creatives at 121 Fall Street, Seneca Falls, New York.

Board members present included Board Chair Jerry Goodenough, Doug Avery, Christine VanDusen, Kaitlyn Laskoski 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 March 21, 2022 meeting were reviewed. Doug moved to approve the meeting minutes, seconded by Christine 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 March 31, 2022. They are attached to this document. Doug will close out the Active 8 account once he and Greg confirm that there are no more charges coming from that account. Jessica moved to accept the report, seconded by Kaitlyn and unanimously approved.

New Business:

PARIS considerations for 2022 –

Greg will contact the SFDC’s auditor, Judith Selover, regarding DRI consultation and report back to the board at our next meeting.

Old Business:

Prioritization and Allocation of Consultant Hours and Availability –

Jerry emailed out a document entitled “Seneca Falls Development Corporation Tasks” that lays out the SFDC’s annual tasks and current projects. This document will help ensure that all board members are knowledgeable and current on the goals, interests, and projects of the SFDC, and keep us focused on the question, “What do we want to accomplish?”

DRI Update –

Greg shared that there are 20 Building Improvement Fund applications totaling \$1.5 million. Greg continues to work alongside Grant Consultant LaBella Associates (Ed Flynn and team). The Karabi Wellness project will not be moving forward. Those funds will be allocated to another project, or projects.

Jerry moved to use 25% of the \$60,000 advancement from New York State to go into the SFDC’s DRI account in order to pay Grant Consultant LaBella Associates, seconded by Doug and unanimously approved.

Building Improvement Fund Update –

The Local Planning Committee (LPC), headed by Joell Murney-Karsten, met and reviewed projects that applied for the Building Improvement Fund. There are 20 applications (a mix of commercial, residential, storefront projects) totaling \$1.5 million. An information assessment of the projects will be completed by Friday of this week.

Public Arts Program Discussion –

At our March meeting, Melissa Howell, Seneca Falls Town Clerk, presented to the SFDC regarding a Public Arts Program that she would like to kick-off in the town. Jerry will follow up with Melissa, thanking her for her time.

Low Interest Loan Program –

Jerry gathered data on Ithaca Area Economic Development's (IAED) Loan Program to help guide the board's decisions regarding a low/no interest loan program. Greg connected with the Rochester Economic Development Corporation (REDCO) and they helped him formulate a list of questions that must be answered when designed our own program:

What's the starting amount of the fund?

Who will oversee the program?

What is the interest rate of the loans? 1-3%?

What is the cap?

Are loans available to businesses looking to expand or relocate?

The SFDC is looking to support the Town of Seneca Falls in establishing such a program and will continue work around this prior to our May meeting.

"Three Ladies" Statue Sign Update –

The SFDC discussed interest in installing signage at the "When Stanton Met Anthony" statue that resembles the signage already installed at the "Ripples of Change" statues. Greg shared that the cost of signage and a stand would be approximately \$1,180. The Town of Seneca Falls will cover the cost of the signage. Installation is expected to take 3 weeks.

2022 Farmers Market –

The market will run June 21st through October 24th, every Tuesday from 3-7pm. Greg will connect with Luke Lorenzetti (market manager) next week regarding his responsibilities. As Covid restrictions have been lifted, we are able to have children's programs, wine and food tastings, live music, etc. Cornell Cooperative Extension will handle SNAP. Greg will be meeting with Luke and the vendors later this month, Wednesday, April 27 from 7-8 PM.

Member Comments:

There are no member comments.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, May 23, 2022 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 Jerry Goodenough and unanimously approved, the meeting adjourned at 6:32 PM.

Respectfully submitted,

Jessica Lorenzetti, Secretary & SFDC Board Member