

Seneca Falls Development Corporation Board of Directors

Minutes of the December 6, 2021 Meeting

The Seneca Falls Development Corporation (the "SFDC" or the "Corporation") Board of Directors met on Monday, December 6, 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, Mike Ferrara, Jerry Goodenough, Kristin Grillone, Jessica Lorenzetti. Board member Christine VanDusen joined by telephone. Also attending was Greg Zellers, Director of the SFDC. The meeting was called to order at 5:33.

Prior Meeting Minutes:

The meeting minutes for the November 8, 2021 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 November 30, 2021. The report is attached to this document.

- I. PARIS filing: Greg and Doug will file PARIS by December 31, 2021.
- II. Approve auditor: Doug moved to approve Judith Selover as auditor for 2021 for the amount of \$1,500, seconded by Jerry and unanimously approved.

New Business:

It's a Wonderful Life 75th Anniversary/It's a Wonderful Run –

Thank you to the Town of Seneca Falls, Seneca Falls Police Dept, and many volunteers for all of their efforts to transform into Bedford Falls for this upcoming weekend. The event is expecting to bring in between 8,000-10,000 people.

Developer & realtor interest/tours continue –

Joell shared that there are a number of developers interested in properties around town. She will be giving tours to these developers in the coming weeks and will share the outcome with the SFDC as things progress.

Old Business:

DRI/Building Improvement Fund Update –

- I. The RFP for the Grant Consultant is due by 12/9. The Local Planning Committee (LPC) will reconvene and will select a Grant Consultant by 12/16.
- II. Greg is working on the required paperwork, contracts, and plans required by the Home and Community Renewal (HCR) for the Building Improvement portion of the DRI grant.
- III. Joell shared a list of 17 businesses we are aware of who are interested in applying for Building Improvement grants. This is a \$600,000 Building Improvement Fund, which local businesses and building owners can apply for interior and exterior building upgrades, repairs, and enhancements per the criteria that will be provided by the state. 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 website. The Local Planning Committee (LPC) will reconvene for the selection process.

Ornament Sales –

Ornaments based on Jane DeDecker's *Ripples of Change* statues became available for purchase after the statue dedication event on Sept. 24, 2021. They are now available for purchase online and at local businesses. There will be a big push to sell the ornaments at the It's a Wonderful Life events this upcoming weekend.

Ripples of Change online products for sale –

Board members discussed creating on-demand products (ex: socks, scarves) with the *Ripples of Change* logo or photos through Red Bubble Café or another similar online retailer. Jerry motioned to spend approximately \$100 on Facebook marketing of these products, seconded by Kristin and unanimously approved.

Member Comments:

Board members revisited their conversation about installing a sign at the original statue that mirrors the sign at the *Ripples of Change* statue. Pricing and details will be further discussed at upcoming meetings for a Spring install.

Next Meeting:

Joell Murney-Karsten set the next monthly meeting of the SFDC for Tuesday, January 18, 2022 at 5:30 PM to be held in person at FLX Creatives.

Adjourn:

There being no further business before the Board, upon motion by Mike Ferrara, seconded by Jerry Goodenough and unanimously approved, the meeting adjourned at 6:20 PM.

Respectfully submitted,

Jessica Lorenzetti

Secretary and SFDC Board Member