

## **Seneca Falls Development Corporation Board of Directors Minutes of the January 18, 2022 Meeting**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Tuesday, January 18, 2022 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, Christine VanDusen, Mike Ferrara, Kaitlyn Laskoski and Jessica Lorenzetti. Jerry Goodenough joined the meeting via telephone. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:30. The moment of silence at tonight’s meeting was dedicated to David DeLelys.

### **Introduction of New Board Member:**

The SFDC welcomed new board member, Kaitlyn Laskoski, a representative of the Town Council.

### **Prior Meeting Minutes:**

The meeting minutes for the December 6, 2021 meeting were reviewed. Mike 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 December 31, 2021. They are attached to this document. Greg and Doug shared that the PARIS report has been filed earlier this month. Doug will close out the Active 8 account. Mike moved to accept the report, seconded by Christine and unanimously approved.

### **New Business:**

“On the Canals” –

Joell and Greg will be working on a proposal for an “On the Canals” grant. The proposal is due by January 21, 2022. We are looking to collaborate with Waterloo and possibly Geneva running water taxis between the communities. The SFDC discussed possible ideas to include in the proposal that met the following criteria: The programs should be recreational, for all ages, all abilities, and all inclusive. Some ideas included expanding upon the Seneca Falls Farmers Market (ex: children’s programs and tastings from local restaurants, breweries, and wineries, etc.), a kayak program continuing with our popular underwater map tour, an app that features points of interest along walking and biking trails, and a healthy meals/cooking program for children and families.

**Old 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. It was a great weekend for Bedford Falls!

DRI/Building Improvement Fund Update –

The Local Planning Committee reconvened and selected LaBella Associates (Ed Flynn and team) as the Grant Consultant and administrator.

Joell and Greg shared that they are 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.

The community kick-off meeting for Building Improvement grants will be held on January 13, 2022. Interested parties may join in person or via Zoom. A recording of the meeting will be made available to the public. LaBella will work with all potential grant applicants to be sure that their project is compliant. Grants are due Feb. 28, 2022. The LPC will determine which projects will be chosen to receive Building Improvement grant funding.

Ornament Sales –

The SFDC continues to sell *Ripples of Change* ornaments online. Ornaments can be purchased online and at local participating businesses.

*Ripples of Change* online products for sale –

Greg created a design based on the *Ripples of Change* statue. Products such as socks and scarves featuring this design will be available on-demand through Red Bubble Café or a similar online “store”. This is a back-burner project that will be worked on as time allows since DRI items are time sensitive.

**Member Comments:**

There were no member comments.

**Next Meeting:**

Joell Murney-Karsten set the next monthly meeting of the SFDC for Monday, February 14, 2022 at 5:00 PM to be held in person at FLX Creatives. This will be the annual meeting to go over 2021 accomplishments and elect leadership positions.

**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 6:09 PM.

Respectfully submitted,

Jessica Lorenzetti  
Secretary & SFDC Board Member