

Seneca Falls Development Corporation Board of Directors Minutes of the March 21, 2022 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, March 21, 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, Mike Ferrara, Christine VanDusen, and Jessica Lorenzetti. Kristin Grillone joined the meeting via telephone. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:05.

Prior Meeting Minutes:

The meeting minutes for the March 21, 2022 meeting were reviewed. Mike moved to approve the meeting minutes, seconded by Jerry 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 February 28, 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. Board members reviewed Greg Zeller’s 2022 pay schedule. Mike moved to accept the report, seconded by Christine and unanimously approved.

New Business:

Public Arts Program + Filming Ordinance –

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. The SFDC will discuss the benefits and logistics of a Public Arts Program at our April meeting.

Fund Raiser for “When Stanton Met Anthony” Statue Signage –

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 \$1,100-\$1,200. Greg will send the quote to the Town of Seneca Falls to cover the cost.

Low/No Interest Program for Downtown Empty Spaces/ Microenterprises –

Board members will put together a formal outline regarding a low/no interest loan program ahead of next month’s meeting. Jerry shares that he would like to create an actionable document for the Town Council. Mike suggested reaching out to the Town of Geneva and other nearby towns. This will be a focus of our April meeting.

The board entered executive session to discuss retention of consultant Greg Zellers. Doug motioned to give Greg a 3% raise started May 1, 2022, seconded by Christine and unanimously approved.

Old Business:

SFDC annual and emergent work list –

- i. The prioritization and allocation of consultant hours and availability will be discussed at our April meeting.

DRI and Building Improvement Fund Update –

Greg shared that there are 20 Building Improvement Fund applications totaling \$700,000. Greg continues to work alongside Grant Consultant LaBella Associates (Ed Flynn and team).

2021 Audit –

Greg and Doug shared that PARIS has been prepared and is ready to submit by the March 31st deadline.

New York State Canal Corporation Grants will be discussed at our April meeting.

2022 Farmers Market (MOUs/Manager/Vendor Outreach/Rule Changes) –

The market will run June 21st through October 24th, every Tuesday from 3-7pm. Greg will connect with Luke 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. Jerry made a motion to enter into an agreement with Cornell Cooperation to handle SNAP, not to exceed \$1,000, seconded by Doug and unanimously approved. Doug made a motion to spend \$90 on signage for the market, seconded by Jerry and unanimously approved.

Member Comments:

There are no member comments.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, April 18, 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 Jerry Goodenough, seconded by Jessica Lorenzetti and unanimously approved, the meeting adjourned at 7:18 PM.

Respectfully submitted,

Jessica Lorenzetti, Secretary & SFDC Board Member