

Seneca Falls Development Corporation Board of Directors
Minutes of the November 8, 2021 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, November 8, 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, Jessica Lorenzetti. Board member Jerry Goodenough joined by telephone. Also attending was Greg Zellers, Director of the SFDC. The meeting was called to order at 5:30.

Prior Meeting Minutes:

The meeting minutes for the September 20, 2021 meeting were reviewed.

Treasurer’s Report:

Doug Avery presented two financial reports including a Statement of Accounts (credits and debits) held by the SFDC, reflecting figures as of September 30, 2021, and October 31, 2021. The reports are attached to this document. Doug looked into the cost of a yearly subscription to QuickBooks and reported that switching from a monthly subscription to a yearly subscription would be in the SFDC’s best interest. The SFDC discussed the need to streamline the bank accounts, by closing the Active 8 and 2020 accounts and renaming an existing account to “DRI Account”.

New Business:

SFDC Future Funding and Retention –

Board members discussed the possibility of keeping Joell on the SFDC as a consultant when she terms off in February in order to continue the momentum that she has generated for the corporation, especially throughout the DRI process. This will be a big topic at future meetings.

Developer Interest –

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 at the upcoming December meeting. Kristin expressed interested in joining Joell for the tours in order to better understand the process.

Winter pop-up stores –

Upstate Party Rental expressed an interested in the SFDC setting up pop-up retail stores in the empty storefronts downtown. While the board agrees that filling these spaces would be great, there are many logistical concerns nor does the SFDC have hours to dedicate to this.

Old Business:

Statue Project Update –

i. Dedication Event Recap –

The event took place on Friday, September 24, 2021. Board members expressed great appreciation for all who assisted in making the event a success, including The Women’s Suffrage Centennial Commission, Artist Jane DeDecker & her team, U.S. Senator Kirsten Gillibrand, the (new) Lt. Governor, the Town of Seneca Falls, Generations Bank, Seneca Falls Police Department, Seneca Falls Central School District, Molly Kleven, and numerous volunteers.

ii. Student Awards –

There was a follow up event, one week after the statue dedication, at which students from Cady Stanton, Seneca Falls Middle School, and Mynderse Academy were recognized by the SFDC for their art projects and poetry honoring powerful women in celebration of the Ripples of Change statues. There were 25 students recognized and each student received a gift card to Bayard Bakery. Board members shared that it was a pleasure recognizing these students’ creativity and artistic abilities and offer them a heartfelt congratulations.

iii. Ornaments based on new statues –

Ornaments based on Jane DeDecker’s Ripples of Change statues became available for purchase after the statue dedication event. They are now available online and at local businesses.

Fountain Update –

Permanent installation of the fountain did not pass the Seneca Falls Town Council. Alternatives will be considered to continue the permanent installation.

DRI Update –

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. There is also 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.

The Local Planning Committee (LPC) will reconvene to begin the selection process.

Farmer’s Market 2021 Season –

Farmer’s market manager, Luke Lorenzetti, received his final check from the SFDC for the 2021 season. Greg reported that the market ran smoothly although attendance of vendors dwindled at the

end of the season 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 Monday, December 6, 2021 at 5:30 PM to be held in person at FLX Creatives.

Adjourn:

The meeting adjourned at 7:09 PM.

Respectfully submitted,

Jessica Lorenzetti

Secretary and SFDC Board Member