

Seneca Falls Development Corporation Board of Directors Minutes of the January 23, 2023 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, January 23, 2023 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, Kristin Sandroni, Kaitlyn Laskoski, Christine VanDusen, and Jessica Lorenzetti.

The meeting was called to order at 5:00 pm.

Prior Meeting Minutes:

The meeting minutes for the November 14, 2022 meeting were reviewed. Kaitlyn moved to approve the meeting minutes, seconded by Mike and unanimously approved.

Treasurer’s Report:

Doug Avery presented two financial reports, each including a Statement of Accounts (credits and debits) held by the SFDC, the reports reflecting figures as of November 30, 2022 and December 31, 2022. The reports are attached to this document. Mike moved to accept the report, seconded by Kaitlyn and unanimously approved.

New Business:

Town Comprehensive Plan –

Kaitlyn shared that the Town Comprehensive Plan is in the early stages. She stated that there is potential for the following sub-committees: Family Life, Economic Security, Culture and Aesthetic Development, and Physical/Built Environment. Kaitlyn will send out more detailed notes to the members of the SFDC for review.

SFDC Audit and 2022 PARIS –

Auditor Judith Selover from Auburn will work on the 2022 PARIS audit for the rate previously decided upon, \$1,500.

February Annual Meeting/SFDC Committee Assignments –

Next month’s meeting will serve as our formal Annual Meeting. Board members will be electing officers (Chair, Vice-President, Treasurer, Secretary), as well as voting on committee member assignments (Audit, Finance, and Governance). We will also be covering, addressing, and voting on the following: 2022 Key Accomplishments Overview, Measurement Report Adoption, SFDC 2023-2027 Budget Adoption, and Re-signing Required Forms (Conflict of Interest Form and Retention and Destruction Policy Form).

Old Business:

Town Wayfinding Sign Updates & Mobile Guide –

Greg shared an update with the board stating that he is populating the existing properties notated on the signage and formatting for both website and mobile access. He will provide a mockup of the overlay sticker for Town board approval, which will then be affixed on each of the signs. The QR code and website will direct visitors to the mapping app. In the future, additional categories, businesses, organizations, and events can be added.

Microenterprise Assistance Program Grant Update –

Greg Zellers, Director of the SFDC, shared a document with board members that provided the following update: The application and each of its addendums were completed and submitted last month. No word yet as to the status of our proposal. Greg will continue to stay in contact with those who expressed initial interest and he expects a strong applicant pool if the SFDC is indeed awarded funding.

2023 Farmers Market Grant Opportunity –

Greg has submitted an application for a grant opportunity for the 2023 farmers market season. The grant is for a minimum of \$10,000 and would help with operations and programming. This is a grant that the SFDC could apply for annually. An update will be provided at the next meeting. Board members would like to review the following details regarding the farmers market while planning for the 2023 season:

- a. The total cost to run the market
- b. Money brought in from vendors
- c. Space limitations (i.e. How many vendors fit the market space?)
- d. Food trucks – Do they pay a fee to be on site? How many can the market support without them taking from each other?

DRI and Building Improvement Fund Update –

Mike shared that there are three main DRI projects in motion: The Seneca Falls Visitor Center, The Community Center (Recreation Center), and the work being done on the northside of the canal. LaBella Associates have been working on all three of these projects.

Greg shared that all projects are in completely different phases, ranging from permits to pre-construction. He is in frequent contact with LaBella and also with property owners. Greg will continue to keep board members posted as things progress.

Member Comments:

Mike shared information regarding the Local Waterfront Revitalization Program. This opportunity and next steps will be discussed in more detail at upcoming meetings.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, February 27, 2023 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 Kaitlyn Laskoski and unanimously approved, the meeting adjourned at 5:55 PM.

Respectfully submitted,

Jessica Lorenzetti, Secretary & SFDC Board Member