

Seneca Falls Development Corporation Board of Directors Minutes of the June 20, 2022 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, June 20, 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, Christine VanDusen, Kaitlyn Laskoski and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:03.

Prior Meeting Minutes:

The meeting minutes for the April 18, 2022, as well as the May 23, 2022 meetings were reviewed. Doug moved to approve the meeting minutes for both meetings, with the addition of missing board members’ names in the April minutes, seconded by Kaitlin 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 May 31, 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. Kaitlin moved to accept the report, seconded by Christine and unanimously approved.

New Business:

Microenterprise Assistance Program Grant –

Board members reviewed a document provided by Greg and Jerry that summarized an overview of the Microenterprise Program. The program objective is “...to create opportunities for the development of microbusinesses that promote employment opportunities for persons of low – to moderate – income families.” Board members discussed that the goal of this program is to support existing businesses in Seneca Falls, as well as encourage prospective businesses to “open up shop”. Eligible businesses are those that have 5 or fewer employees, including the owner, in which 50% of funding must go to start-ups that have been in operation less than 6 months from the time of the application, and in which the owner must qualify as low to moderate income (LMI), or must commit to creating at least 1 permanent FTE job for LMI individuals. Grants from the State range from \$5,000 to \$35,000 each and cannot exceed 90% of the total project cost. The business owner must complete an entrepreneurial assistance or small business training program prior to receiving grant funds. Board members reviewed a list of eligible and ineligible uses of grant funds.

After reviewing the “Microenterprise Assistance Program Overview” document, the following items were discussed, and will be a topic of conversation at the next SFDC meeting:

- i. The anticipated number of Microenterprises to be assisted.

- ii. The anticipated number of FTE jobs to be created
- iii. Any specific targets the SFDC would like to build into the program (i.e. types of businesses/industries, specific outcomes, demographic targets)

2 & 10 Fall Street Developer Interest –

There are three developers interested in the 2 & 10 Fall Street properties. Greg will do a walk-through with the interested parties and will update the SFDC on this at our August meeting.

Old Business:

DRI and Building Improvement Fund Update –

The Local Planning Committee (LPC), headed by Joell Murney-Karsten, met and reviewed projects that applied for the Building Improvement Fund. There were 20 applications (a mix of commercial, residential, storefront projects) totaling \$1.5 million. All 20 applications have been accepted and projects are in motion. Those heading projects are meeting with Ed Flynn individually.

Centennial Fountain Update –

There is some interest in having the cost of the centennial fountain subsidized in exchange for naming rights. More information will follow soon.

2022 Farmers Market –

The market will run June 21st through October 24th, every Tuesday from 3-7pm. Greg is running a market bag giveaway. Jerry Ortega is volunteering his time to play music at the market – Thank you! Christine is helping Greg manage the social media accounts for the market (Instagram: senecamarket) and shared that their posts have reached over 40,000 people. 341 people replied on social media that they would come to the market on opening day. Greg will be on-site with Luke Lorenzetti (market manager) for opening day to ensure all goes smoothly. Doug wrote Luke his first check for his work at the market. Doug also wrote a check to Greg for \$450 for 15 weeks of social media (\$30/week).

Member Comments:

There are no member comments.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, August 22 at 5:00 PM to be held in person at FLX Creatives.

Adjourn:

There being no further business before the Board, upon motion by Jessica Lorenzetti, seconded by Christine VanDusen and unanimously approved, the meeting adjourned at 6:23 PM.

Respectfully submitted,

Jessica Lorenzetti, Secretary & SFDC Board Member