

Seneca Falls Development Corporation Board of Directors Minutes of the June 26, 2023 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, June 26, 2023 in the conference room of FLX Creatives at 121 Fall Street, Seneca Falls, New York.

Board members present included Jerry Goodenough, Doug Avery, Mike Ferrara, Kristin Sandroni, and Jessica Lorenzetti. Greg Zellers, Director of the SFDC, attended the meeting. Potential board member David Goldberg was also in attendance.

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

Prior Meeting Minutes:

The meeting minutes for the May 1, 2023 meeting were reviewed. Doug moved to approve the meeting minutes, seconded by Mike, and unanimously approved.

Board members also reviewed the minutes of the first Water Revitalization Program meeting which occurred on Wednesday, May 31, 2023.

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, 2023. The report is attached to this document. Mike moved to accept the report, seconded by Kristin, and unanimously approved.

New Business:

Farmers Market Manager Payment Request –

Jerry made a motion to pay farmers market manager, Luke Lorenzetti, upfront for the 2023 season, seconded by Kristin, and unanimously approved. Jessica Lorenzetti, board member and wife of Luke, refrained from voting.

Farmers Market Marketing Budget and Payment –

Greg will use his personal card for necessary farmers market marketing purchases and will provide the SFDC with an invoice at the end of the season. The budget for marketing is approximately \$600.

New York State Main Street Anchor Grant Request for SFDC to act as Administrative Lead –

Jerry made a motion for the SFDC to act as Administrative Lead for the NYS Main Street Anchor Grant for business owner Casey Galloway, pending Town Board Approval, seconded by Doug, and unanimously approved.

Potential SFDC board member, David Goldberg, introduced himself to the board and shared his hopes and vision for Seneca Falls. The SFDC looks forward to working with David.

Old Business:

Colonial Belle Boat Tour –

Mike shared information regarding a tour boat cruise excursion occurring August 25th and 26th, through Colonial Belle, located in Fairport. Approximately 60 participants would take a bus to Fairport and then cruise back to Seneca Falls on a tour boat. Parking spaces have been reserved at the Recreation Center for guests. Twelve rooms have been reserved at a special rate at the Gould Hotel for cruisers. Greg is in the process of reaching out to businesses in Seneca Falls (Red Brick Pub, Parkers, The Country Club, and Blush were specifically mentioned) to offer special deals for guests. Greg is working directly with Colonial Belle Boat Tour to promote Seneca Falls. Also important to note is that 70 feet of dockage on the Fall Street side of the canal must be reserved for the tour boat.

Microenterprise Assistance Program Grant Update –

Town of Seneca Falls has been awarded \$210,000 with the intention to create and retain jobs, expand economic opportunities, and improve the quality of life for working families. Greg shared applications are due on June 30th, however he will likely have to push out that deadline. Greg is working closely with businesses and checking their applications. Greg will reach out to Town Attorney, Pat Morrell, to advise with the Sub-recipient Agreement, Administration Plan, and Environmental Plan.

DRI and Building Improvement Fund Update and Status –

Mike Ferrara provided the board with an update on the DRI. All three projects that the Town of Seneca Falls and SFDC are overseeing are in motion. 60 State Street (owner Casey Galloway) is wrapping up their design work. 102 Fall Street is redoing the footprint of the apartment and then the project will move forward. 86 Fall Street is currently working on changing the layout of the apartment and will move forward.

Greg provided a document to board members that outlined specifics for each DRI project (project name, address, total project cost, owner match, HCR funds, and the stage in their development).

Local Waterfront Revitalization Program (LWRP) –

Mike Ferrara met with the newly formed LWRP committee on May 31st. The SFDC has been provided with the minutes from that meeting. Mike has also met with a representative of New York State to identify the members of the committee and discuss next steps. Mike will soon be scheduling a meeting for August with the LWRP committee and will keep board members posted on any progress.

Member Comments:

There are no member comments.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, August 7, 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 Mike Ferrara, seconded by Kristin Sandroni and unanimously approved, the meeting adjourned at 6:01 PM.

Respectfully submitted,
Jessica Lorenzetti, Secretary & SFDC Board Member