

## **Seneca Falls Development Corporation Board of Directors Minutes of the November 14, 2022 Meeting**

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, November 14, 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, Kristin Sandroni, Kaitlyn Laskoski, Christine VanDusen, and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

The meeting was called to order at 5:03 pm.

### **Prior Meeting Minutes:**

The meeting minutes for the October 17, 2022 meeting were reviewed. Doug 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 October 31, 2022. The report is attached to this document. Mike moved to accept the report, seconded by Kaitlyn and unanimously approved. Additionally, Jerry moved to approve Judith Selover to work on the 2022 PARIS audit for the same rate previously decided upon, \$1,500. The motion was seconded by Doug and unanimously approved.

### **New Business:**

2023 Farmers Market Grant Opportunity –

Greg will attend a webinar regarding a grant opportunity for the 2023 farmers market season. He will also start the application for the grant, which is for a minimum of \$10,000 and would help with operations and programing. This is a grant that the SFDC could apply for annually. Greg will provide the board with an update at our next meeting.

### **Old Business:**

2 Fall Street / 10 Fall Street / 41-43 Fall Street Updates –

There is a serious developer interested in the 2 & 10 Fall Street properties. There is also a developer interested in building single family homes, duplexes, senior housing and parking at the Town-owned property behind Kids Territory. Matthew Bell has purchased 41-43 Fall Street and closes on January 1<sup>st</sup>. More details on these properties will be forthcoming. The board would like to invite Matthew Bell to a SFDC meeting and welcome him to Seneca Falls.

Town Wayfinding Sign Updates & Mobile Guide –

The signage in town is outdated and incorrect. The long-term goal is for the Town of Seneca Falls to update the signs, however Greg is exploring a more immediate solution. Board members would like to add a QR code to each sign that links to an accurate map and visitors

can see updated changes in real time. Greg is in the process of building the mobile site/app. He will share the mobile site with the board before it goes live.

**Holiday Ornament Push –**

The SFDC still has 2020 Centennial ornaments in stock to sell this holiday season. The board agreed on selling them \$12 for one ornament, or two for \$20. Ornaments will be sold at local businesses and during the It's a Wonderful Life weekend.

**Microenterprise Assistance Program Grant Update –**

Board members reviewed the objective of this program, which is "...to create opportunities for the development of microbusinesses that promote employment opportunities for persons of low – to moderate – income families." The goal 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. There are a number of businesses and potential businesses interested in this opportunity.

The Microenterprise Assistance Program Grant has been finalized. The SFDC is waiting to see the outcome. Any updates will be shared out as soon as possible.

**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. Mike and Greg will keep the SFDC posted on the progress of all DRI projects.

**Member Comments:**

There are no member comments.

**Next Meeting:**

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, January 23, 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 Kaitlyn Laskoski and unanimously approved, the meeting adjourned at 5:55 PM.

Respectfully submitted,

Jessica Lorenzetti, Secretary & SFDC Board Member