

Seneca Falls Development Corporation Board of Directors Minutes of the October 17, 2022 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, October 17, 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, Mike Ferrara, Kaitlyn Laskoski, Christine VanDusen, and Jessica Lorenzetti. Also attending was Greg Zellers, Director of the SFDC.

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

Prior Meeting Minutes:

The meeting minutes for the August 22, 2022 meeting were reviewed. Doug moved to approve the meeting minutes, seconded by Kristin and unanimously approved.

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 August 31, 2022, as well as September 30, 2022. They are attached to this document. Doug and Greg shared that they are shopping around for new insurance for next year. Mike moved to accept the report, seconded by Jerry and unanimously approved.

New Business:

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The signage in town is outdated and incorrect.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 shared that it would take 3 or 4 weeks for him to build the mobile site. Doug moved to move forward with Greg creating the mobile site, seconded by Christine and unanimously approved.

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.

Old Business:

2 Fall Street / 10 Fall Street / Arcade Building / 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 1st. More details on these properties will be forthcoming.

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.

DRI and Building Improvement Fund Update –

Mike shared that there are three DRI projects that are still 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 was selected to work on all three of these projects. Mike and Greg will keep the SFDC posted on the progress of all DRI projects.

2022 Farmers Market End of Season Update –

October 4th was the last day of the 2022 farmers market season. Doug will write a check for the remaining \$1200 that is owed to Market Manager, Luke Lorenzetti. Doug will also pay The Artist’s Lounge for their work at the market. Greg will begin advertising for vendors for the 2023 market season in January or February.

Member Comments:

There are no member comments.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, November 14, 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 Mike Ferrara, seconded by Kristin Sandroni and unanimously approved, the meeting adjourned at 6:01 PM.

Respectfully submitted,

Jessica Lorenzetti, Secretary & SFDC Board Member