

Seneca Falls Development Corporation Board of Directors Minutes of the October 2, 2023 Meeting

The Seneca Falls Development Corporation (the “SFDC” or the “Corporation”) Board of Directors met on Monday, October 2, 2023 in the conference room of FLX Creatives at 121 Fall Street, Seneca Falls, New York.

Board members present included Jerry Goodenough, Doug Avery, Kristin Sandroni, David Goldberg, and Jessica Lorenzetti. Greg Zellers, Director of the SFDC, attended the meeting as well.

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

The meeting minutes for the August 7, 2023 meeting were reviewed. Kristin moved to approve the meeting minutes, seconded by Doug, 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 August 31st. He will be sending out a report for the month of September soon to members of the Board. Greg and Doug shared that they created an account for the Microenterprise Grant to help with the management of those funds. We anticipate a lot of activity in the Microenterprise Grant account soon. The August report is attached to this document. Kristin moved to accept the report, seconded by Jessica, and unanimously approved.

New Business:

Replacement of Current Welcome Signage –

There is a need to replace a welcome sign because it has been damaged (by accident or vandalism, we are unsure). Greg will share pricing options for a replacement to the Town of Seneca Falls and they will purchase a new sign.

New Location for SFDC Meetings –

FLX Creatives will no longer be available for SFDC meetings, therefore we will look into other meeting location alternatives. Jessica will check with the Seneca Falls Library to see if we can reserve their conference room once a month and will report back.

Old Business:

“When Anthony Met Stanton” Sign –

Greg has designed a sign for the “When Anthony Met Stanton” statue and it will be going before the Town Board for approval tomorrow evening. The sign would be installed in November.

DRI + Building Improvement Fund Update & Status –

Jerry and Greg provided Board members with a spreadsheet which detailed the progress of all projects. Projects highlighted in green are moving along nicely. Projects highlighted in yellow are moving along, but need bidders. Projects highlighted in red are nonresponsive. Jerry will be sending a letter to nonresponsive projects in order to set up a meeting and offer support and get those projects moving. Jerry provided a proposed copy of said letter to the Board for approval. All board members are in support of mailing out the letter to businesses that have been inactive. Board Members will receive a thorough update about three major projects that the SFDC oversees from LaBella Associates soon and this will be a focus at our upcoming meeting.

Local Waterfront Revitalization Program (LWRP) –

Mike Ferrara reported that the LWRP committee met with Matt Horn and Emma Falkenstein of the MRB Group since our last meeting. The focus of the meeting was member introductions, goal-setting, and planning next steps. There is a meeting planned for October 30 at 6 o'clock at the Community Center in which committee members will work to define the boundaries of the LWRP.

Microenterprise Assistance Program Summaries –

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. All submitted applications have been reviewed and scored by SFDC members and grant funds have been awarded. Businesses selected include Simply Jimmy's Restaurant, Sugar Mama's Cookies and Confections, Aisha's Closet, Sorella Restaurant, Loose Leaf Café, FLX Brewing, It's a Wonderful Bakery, Artist's Lounge, and Sprinkle Starship. Greg provided Board members with a summary stating the status of each business' contract (signed or unsigned), completion of the Advancement Program or not, and other key updates regarding their progress. Greg will be closely working with these businesses to ensure their success and he hopes to apply for another round in the spring.

Farmers Market Consideration –

People's Park will be under construction throughout the next farmers market season. Therefore, Board members are asked to consider other possible locations for the market for the year 2024. Some suggestions included the land near the Seneca Falls Library / Academy Square and the lot near the SMS. Board members will come to the next meeting with more options.

Member Comments:

There are no member comments.

Next Meeting:

Jerry Goodenough set the next monthly meeting of the SFDC for Monday, November 13, 2023 at 5:15 PM to be held at the conference room in the Seneca Falls Library.

Adjourn:

There being no further business before the Board, upon motion by Doug Avery, seconded by Kristin Sandroni and unanimously approved, the meeting adjourned at 6:44 PM.

Respectfully submitted,
Jessica Lorenzetti, Secretary & SFDC Board Member