

Seneca Falls Development Corporation
Board of Directors' Meeting Minutes
February 13, 2012

In attendance: Karen Beals, Bob McKeveny, Emil Bove, Don Earle

Guests: Jerry Graziano, Chad Sanderson

1. **Call to Order** – The meeting was called to order at 4:35 pm at SFCSD Business Office Conference Room.

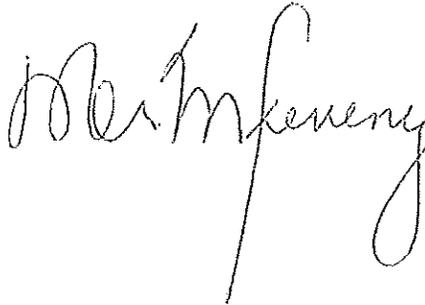
2. **Presentation** – Jerry Graziano and Chad Sanderson presented a strategy plan for addressing the Seneca Falls Comprehensive Plan. Their proposed strategy would include taking the six key topics of the plan and having Board members assume the responsibility for gathering a team/committee to help implement the action steps for each topic. Jerry and Chad presented a three-step approach to promoting this strategy.
 - a. Rebuild the SFDC Board of Directors with members that have expertise/experience with each of the Comprehensive Plan topics. Each member would develop a committee to assist with accomplishing the defined action plan strategies. The goal of this approach is to accomplish specified goals within certain time frames.
 - b. Develop Quick Wins by identifying short-term goals within each Comprehensive Plan topic. One example cited was “restriping the municipal parking lot to gain additional parking spots” related to the “Zoning” section of the plan. Accomplishing this goal and promoting this within the community would be evidence of accomplishment of a Comprehensive Plan goal. Developing a spread sheet of all Comprehensive Plan topics/strategies with specified accomplishment dates will allow each committee to identify short-term and long-term goals.
 - c. Employ one or two staff persons to oversee the Comprehensive Plan and assume Director’s responsibilities. The following budget proposals were shared regarding such a position(s): \$60,000 to \$80,000 for one individual or divided between two individuals and \$50,000 divided between two individuals with “pay for performance” incentives.

Jerry and Chad developed booklets with various parts of the Comprehensive Plan and left these booklets with Board members for further review. Jerry and Chad were thanked for their passion to Seneca Falls and economic development.

3. **Reorganization** – The Board discussed potential new members. The following names were mentioned as possible new members; Peter Brown, Suzanne Sinclair, Becky Bly, Mario Agnello, Jerry Graziano, Chad Sanderson, Greg Zoller. There was also some interest in having a Chamber of Commerce person and a person with a Marketing background serve on the Board. There was discussion about

not selecting interested members or advertising for members. No decision was made on the approach to follow in selecting new members.

4. **Farmers' Market** – Motion by Emil Bove and second by Bob McKeveny to authorize funding of \$10,000 (Salary \$5,000 + Advertising up to \$5,000) for 2012 Farmers' Market. Motion passed 4 – 0.
5. **ABO** – Karen Beals reported that this process is still in progress. Bob Buccieri completed Step 1 of the process. However, the work was not submitted due to unclear wording in the application directions. Emil expressed interest in assisting with this process. Karen will forward site and account information to Emil to complete filing process.
6. **Restore NY Grant** – Motion by Karen Beals and second by Bob McKeveny to authorize funding of \$10,000 to support the Restore NY Grant. Motion passed 4 – 0. It was mentioned that this is the total amount of funding provided by the Town Board for the SFDC for 2012. After allocating \$10,000 to the Farmers' Market and \$10,000 to Restore NY Grant, the SFDC account has \$70,000.
7. **Adjourn Meeting** – The meeting concluded at 4:45 pm. A March meeting will be scheduled via e-mail.

 2-13-12