

**MINUTES OF THE FEBRUARY 26, 2015 MEETING OF THE BOARD  
OF DIRECTORS OF THE SENECA FALLS DEVELOPMENT CORPORATION.**

The Seneca Falls Development Corporation Board of Directors met on February 26, 2015, at 7:00 p.m. in the Town of Seneca Falls Offices on West Bayard Street, Seneca Falls, New York. Board members Chad Sanderson, Patrick Nugent, Menzo Case, Donald Earle, and Emil Bove, Jr., were present. Rob Camoin of Camoin Associates and Jean O'Connell of O'Connell Associates were also present. Donald Earle presided over the meeting as Chairman.

**Minutes**

Minutes of the January 22, 2014 Board meeting were reviewed and approved on motion made by Menzo Case, seconded by Patrick Nugent, and unanimously carried.

**Treasurer's report**

The January 31, 2015 Treasurers report was reviewed and approved on motion made by Emil Bove, seconded by Don Earle, and unanimously carried.

Menzo Case reported that 2015 audit would be presented to the Board at its March 26, 2015 meeting, and if approved, posted with the PARIS website by March 31, 2015.

**Old Business**

The Board, including Jean O'Connell on the telephone, considered the January 9, 2015 Camoin Associates proposal, "Economic Development Strategy Update & Director Hiring". The total fee, \$ 70,248.00 consists of \$ 12,600.00 for Phase I, Hiring executive Director; and \$ 57, 488.00 for an update of the 2007 strategic plan.

The Board reviewed Phase I of the Camoin Associates proposal, "Economic Development Strategy Update & Director Hiring", including the costs, the tasks, and timing. The coast of Phase I was determined to be \$ 15,442.00.

The Board reviewed the proposed contract for Phase I submitted to the Board by Camoin Associates with Rob Camoin and Jean O'Connell Associates.

Upon motion made by Emil Bove, seconded by Patrick Nugent, and unanimously carried, the Board authorized the Chairman to enter into the proposed contract with Camoin Accociates to complete Phase I of the proposed "Economic Development Strategy Update & Director Hiring", at a cost not to exceed \$ 15,442.00 by July 1, 2015.

Consideration of going forward with Phase II was deferred to a later time.

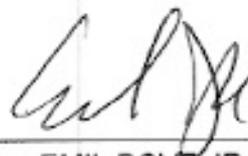
**New Business**

Menzo Case reminded the new Board member that he must complete training on the Public Authorities Accountability Act.

Candidates for new Board members were discussed.

There being no further business to come before the Board, a motion to adjourn the meeting was made at 8:25 p.m. by Menzo Case, seconded by Emil Bove, and unanimously carried.

Dated: *MARCH 26, 2015*



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EMIL BOVE JR, SECRETARY

10:34 AM

02/19/15

Accrual Basis

Seneca Falls Development Corporation  
Profit & Loss  
January 2015

	<u>Jan 15</u>
Ordinary Income/Expense	
Income	
Investments	
Interest-Savings, Short-term CD	60.79
Total Investments	<u>60.79</u>
Total Income	60.79
Expense	
Facilities and Equipment	
Property Insurance	50.17
Total Facilities and Equipment	50.17
Other Types of Expenses	
Insurance - Liability, D and O	90.92
Total Other Types of Expenses	90.92
Payroll Expenses	
Workmans' Compensation	23.67
Total Payroll Expenses	23.67
Payroll Processing	31.41
Total Expense	<u>196.17</u>
Net Ordinary Income	<u>-135.38</u>
Net Income	<u><u>-135.38</u></u>

**Seneca Falls Development Corporation**  
**Balance Sheet**  
As of January 31, 2015

	<u>Jan 31, 15</u>	<u>Jan 31, 14</u>	<u>\$ Change</u>
<b>ASSETS</b>			
Current Assets			
Checking/Savings			
Checking Account	133.93	539.79	-405.86
Savings Account	71,959.93	69,790.67	2,169.26
Total Checking/Savings	<u>72,093.86</u>	<u>70,330.46</u>	<u>1,763.40</u>
Total Current Assets	72,093.86	70,330.46	1,763.40
Other Assets			
Other Assets	1,016.61	2,514.52	-1,497.91
Total Other Assets	<u>1,016.61</u>	<u>2,514.52</u>	<u>-1,497.91</u>
<b>TOTAL ASSETS</b>	<u><u>73,110.47</u></u>	<u><u>72,844.98</u></u>	<u><u>265.49</u></u>
<b>LIABILITIES &amp; EQUITY</b>			
Liabilities			
Current Liabilities			
Other Current Liabilities			
Payroll Liabilities	0.00	-57.03	57.03
Total Other Current Liabilities	<u>0.00</u>	<u>-57.03</u>	<u>57.03</u>
Total Current Liabilities	<u>0.00</u>	<u>-57.03</u>	<u>57.03</u>
<b>Total Liabilities</b>	0.00	-57.03	57.03
Equity			
Opening Balance Equity	70,632.76	70,632.76	0.00
Unrestricted Net Assets	2,613.09	2,447.54	165.55
Net Income	-135.38	-178.29	42.91
Total Equity	<u>73,110.47</u>	<u>72,902.01</u>	<u>208.46</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>73,110.47</u></u>	<u><u>72,844.98</u></u>	<u><u>265.49</u></u>

**Economic Development Meeting**  
**Wednesday, February 25, 2015**  
**5:00pm – 7:00pm**  
**Generations Bank Headquarters**



You have been invited to join others from the business community for a conversation about economic opportunity in Seneca County, a review of an action plan for further development and consideration of participation needed to succeed.

There will be a special guest presentation by Andrew Fish, Executive Director of the Cayuga Economic Development Association (CEDA) on 'Developing a One Stop Shop for Economic Development in Cayuga County'.

- |               |   |
|---------------|---|
| <b>5:00pm</b> | Check in  |
| <b>5:30pm</b> | Opening remarks by Menzo Case, President, Generations Bank    |
| <b>5:45pm</b> | Special Presentation by Andrew Fish, Executive Director, CEDA |
| <b>6:15pm</b> | Dinner and discussion   |
| <b>6:45pm</b> | Wrap up – Next Steps / Path Forward                           |

**Dinner and Dessert  
catered by Café XIX**

**Questions and RSVP's to: Katie MacIntyre at  
315.568.1163 or  
[katie.macintyre@mygenbank.com](mailto:katie.macintyre@mygenbank.com)**



Proudly hosted by



**generations bank**

# Seneca Falls Development Corporation

Executive Director Recruitment Kick-off Meeting

Meeting Agenda – February 26, 2015

## 1. Introductions

## 2. Review of Project Scope of Work

### Project Initiation

- Discuss the qualities and characteristics of an ideal Executive Director
- Discuss the hiring process and schedule
- Present the draft community and job descriptions

### Hiring Process

Candidate search process that will generally include the following steps:

- a) Develop the community and job descriptions
- b) Post job descriptions online
- c) Gather and initial evaluation of job candidate resumes
- d) Provide periodic updates to SFDC Board of Directors via email and conference call
- e) Request additional information from candidates as needed
- f) Prepare candidate writing assignment
- g) Conduct phone interviews and screen candidates further
- h) Conduct reference checks
- i) Finalize candidate list for Board interviews
- j) Schedule interviews
- k) Draft interview questions
- l) Conduct In-person Interviews
- m) Offer Negotiation & Rejection Communication

## 3. Review Draft Community Description

- See attached

## 4. Review Draft Executive Director Job Description

- See Attached

## Town of Seneca Falls: Draft Community Description for Executive Director Job Posting

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### Overview

The Town of Seneca Falls is located in Seneca County of upstate New York's Finger Lakes region. The Town is situated five miles from access to the New York State Thruway (I-90) and is less than one hour's drive from Syracuse, Rochester, Ithaca, and Lake Ontario. As of the 2010 Census, the Town had a population of 9,040. Beginning in 2007, the once Village of Seneca Falls and the Town of Seneca Falls forged a cooperative arrangement that led to the eventual dissolution of the Village into the Town.

Located between the two longest Finger Lakes (Cayuga Lake and Seneca Lake), Seneca Falls is part of a region known for wine production. It is a destination for tourists seeking to experience its agriculture, viticulture, and culinary assets. At a Town level, this is complemented by a number of museums, heritage sites, and historical touchstones such as the fact that Seneca Falls was the birthplace of the women's rights movement. An array of parks and public recreational assets, including the Cayuga-Seneca Canal that connects the region to the Erie Canal, are additional assets for visitors and residents alike. The region is also known for its education sector. Seneca Falls is home to New York Chiropractic College and proximate to a number of public and private higher education institutions.

### Town Economy

Seneca Falls was an industrial village well into the 20<sup>th</sup> century. Today, the highest percentages of the Town's employed civilians are working in the educational services, health care, and social assistance industries (29.9%); manufacturing industry (21.9%); and retail trade (11.6%). 707 people were employed in the government sector. Average household income is \$54,951.<sup>1</sup>

In recent years, tourism has become the major industry in Seneca Falls.<sup>2</sup> Assets attracting visitors to the Town include the site of the first Women's Rights Convention, the Elizabeth Cady Stanton House, the National Women's Hall of Fame, the Seneca Falls Historical Society, the Seneca Museum of Waterways and Industry, the Seneca Falls Heritage Area Visitors Center, local wineries, the Finger Lakes, and Central New York's beautiful scenery. The Town has also received attention as the likely inspiration for the fictional village of Bedford Falls in the holiday classic movie "It's A Wonderful Life."

Seneca Falls' largest employers represent higher education, manufacturing, food and beverage, healthcare, and water technology. Surrounding communities additionally offer employment in retail, social services, logistics, and other fields. Seneca County's largest employers are:<sup>3</sup>

- New York Chiropractic College (Seneca Falls)
- Gould Pumps ITT (Seneca Falls)
- Ace Automatics / Manhill Foods (Seneca Falls)
- Lifecare Timothy J. Ryan, M.D., P.C. (Seneca Falls)
- Xylem Inc. (Seneca Falls)
- Spectrum Industries Knit (Seneca Falls)
- ARG Trucking Corp./Earl T. Wadhams (Phelps)
- B.E. Wright, Inc. (Waterloo)

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<sup>1</sup> As of the most recent American Community Survey estimates.

<sup>2</sup> <http://www.senecafalls.com/history.php>.

<sup>3</sup> These employers are listed by the Seneca County IDA as having over 50 employees.

have the potential to create jobs for Seneca Falls residents, but those zones also risk drawing job growth and business tax revenue away from jurisdictions like Seneca Falls that do not host one themselves.

- If approved by the state legislature, Governor Cuomo will hold a 2015 competition to award three of New York's ten regions \$500 million in "upstate revitalization" grants, for which the Finger Lakes will submit a proposal.
- The local government tax cap and the question of mandate relief remain significant issues for New York's municipalities.

### **About the Seneca Falls Development Corporation**

The Seneca Falls Development Corporation (SFDC) was incorporated in 2007 with a mission to create or stimulate economic and community development in the Town of Seneca Falls through the planning and implementation of programs, projects, and activities and reduce the burden of government in many ways, including:

- Creating employment opportunities for Town residents, particularly those employment positions that pay a living wage, offer health, retirement, and other employee benefits, and provide skills training;
- Increasing the property tax base of the Town;
- Increasing sales tax revenues of the Town;
- Encouraging and fostering entrepreneurship;
- Strengthening and expanding existing businesses;
- Bringing new business into the Town;
- Revitalizing downtown and other commercial shopping areas;
- Stimulating tourism growth;
- Encouraging the environmental remediation and reuse of commercial property;
- Promoting the development of land use policies designed to encourage development and preserve Town neighborhoods;
- Encouraging and supporting the development and maintenance of municipal infrastructure, recreational facilities, and other public facilities and services that support businesses and residential neighborhoods; and
- Undertaking any other activities that affect the general purposes of the corporation.

SFDC's annual budget for 2015 will be approximately \$\_\_\_,000. Its Executive Director reports to the SFDC's seven Board of Directors, which is led by a President of the Board, and its Committees. Its current members include:

1. Don Earl, Chairman
2. Emil Bove, Secretary
3. Peter Brown, Treasurer
4. Chad Sanderson
5. *5 through 7 remain vacant*

## Seneca Falls Development Corporation Executive Director Job Description

The Seneca Falls Development Corporation (SFDC) is seeking an Executive Director to serve as the leader and manager of the organization. The mission of the SFDC is to plan and implement programs, projects and activities designed to create or stimulate economic and community development in the Town of Seneca Falls, New York. The Executive Director is tasked with establishing, coordinating, and managing comprehensive economic development efforts in the Town. The first priority of the new Executive Director will be to assist in the development of a new economic development strategy for the Town of Seneca Falls.

The successful candidate will have experience working with business leaders, public officials and a variety of stakeholders and regional economic development professionals. Experience in downtown revitalization, business retention, marketing and managing industrial sites, and community development initiatives is highly desired. The new Executive Director will have strong and demonstrated leadership capabilities. A knowledge of New York State economic and community development programs is preferred.

### Major Duties Include:

- Assist in the development and implementation of economic development strategy for the town
- Work closely with the Board of Directors on new community development initiatives and projects
- Identify and assess funding opportunities for both economic and community development
- Build support, both internally and externally, for the organization by developing a strategy for marketing the community to commercial, retail, and industrial prospects.
- Identify issues and opportunities relative to existing businesses, their sustainability and expansion, and develop plans to address them.
- Asses the strengths and weaknesses of the community and area economy on an annual basis

### Position Requirements:

- Bachelor's degree in Economics, Planning, Public or Business Administration, Finance, or other related field (Master's degree preferred)
- Three to five years of experience in progressively responsible positions in an economic development, redevelopment or planning agency, or related non-profit or private sector experience
- Current status as a Certified Economic Developer (CEcD) by the International Economic Development Council, or current status as an Economic Development Finance professional (EDFP) is a plus

Additional information about the Town of Seneca Falls and its economic activities can be found by going to [www.camoinassociates.com/senecafalls](http://www.camoinassociates.com/senecafalls)

### To Apply:

Please e-mail cover letter and resume to hiring manager Alyson Slack at [alyson@camoinassociates.com](mailto:alyson@camoinassociates.com). If selected for additional consideration, we will request additional documentation at a later date. Please no telephone inquiries. Applications accepted until filled.