

Meeting Minutes
November 8, 2018
Perry County Economic Development Authority

Attendees: Patti McLaughlin, Mike Lawler, Greg Gordon, Shawna Weller, Duane Hertzler, Jim Fuller, Kevin Fitzpatrick, Morgan Tressler, Russ Hoover, Paul Rudy, Dawn Lowe, John Gerner, Frank Campbell, Rich Pluta, June Reisinger, Marti Roberts, Michelle Jones

Excused: Emery Yoder

Absent: Derek Whitesel, Steve Peters, Brenda Watson,

Guests: Jason Finnerty

Call to Order: Meeting called to order at 8:00 AM by Chair Marti Roberts.

Public Comments: Jason Finnerty reported that 249 lots have been approved for development in the county so far in 2018, up to 249 for year and those lots have been widely dispersed around the county. Mr. Finnerty reported that he hosted a public meeting as one of the first steps in updating the county's Hazard Mitigation Plan. He said that the meeting was rather poorly attended.

Secretary's report: John Gerner presented the Minutes of the October 11, 2018 Board meeting. Kevin Fitzpatrick made a motion to accept the minutes as presented, Russ Hoover seconded the motion. The motion as approved by a voice vote.

Treasurer's Report: Russ Hoover presented the treasurer's report. Mr. Hoover reported that the USDA reimbursement for expenses billed has been deposited. Mr. Hoover reported that he met with representatives of the Robert Morris accounting firm and they discussed options for maintaining the Authority's financial records. A presentation will be made later in the meeting by Mr. Morris. Frank Campbell made a motion to accept the Treasurer's Report as presented, Rich Pluta seconded the motion. The motion was approved by a voice vote.

Chair report: Michelle declined job offer from last month. Ex Committee met and reworked the offer. June moved to accept the recommendation, Patti seconded. Discussion about federal holidays vs county. 6 days was final decision. Motion carried. (Those holidays are: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas).

Chair Report:

- Marti Roberts reported that, following last month's discussion, revisions to the job description and title of the position that Michelle Jones currently holds have been developed, along with a suggested annual salary of \$30,000, 6 named holidays (New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day) and 10 personal days. Ms. Roberts discussed this offer with Ms. Jones and it was accepted. June Reisinger made a motion to approve the job description of Program Director, salary and leave time proposal, Patti McLaughlin seconded the motion. The motion was approved by a voice vote.
- Marti Roberts reported that the Executive Committee met on November 1, 2018 to set the agenda in advance of this meeting and get it out earlier. They will meet regularly prior to the board meeting.

- Several Board members attended the Commissioner's meeting in support of the Authority's request for funding in 2019. The Commissioner's added a \$50K line item for PCEDA funding to their 2019 budget. The budget will be made available for public comment for 30 days and then a final vote on the overall budget will happen in December.
- Ms. Roberts presented a draft of a spreadsheet to organize work groups to have all Board members consider how and where they want to contribute their time.
- John Gerner noted that during county budget session some commenters raised concerns that PCEDA has spent a bunch of money on a "brand" but there has been very little public information on the results of this effort. Mr. Gerner questioned if we need to do more to get the word out.
- Ms. Roberts reported that the DCED funding has not been received yet.
- Ms. Roberts introduced Robert Morris of the Robert Morris accounting firm and asked him to provide information on the services his firm can offer PCEDA. Mr. Morris said that his staff has worked with many local government organizations to improve their financial accounting procedures and free up staff time for more important work. He noted the fact that we will need to track expenditures against several funding sources and the need for simple monthly status reports on each fund. Mr. Morris said that they will be able to offer suggestions on streamlining our bill paying processes while maintaining the necessary oversight of those expenditures. They will also help us adjust our bylaws to fit these new procedures. We will have reports available at various levels of data. Michelle Jones briefly discussed the process for submitting bills to the Morris agency. Mr. Morris discussed a computer application that could be used to approve paying the bills and add layers of accountability. John Gerner suggested we have some recommendations for board action in December so that we can enter the new budget year with the new procedures.

Staff report:

- Michelle Jones highlighted recent work with the Newport and West Perry School Districts to provide students with information on career options. There has been some discussion about developing an internship database to give the students information on where they can participate in internships with local businesses to get a better understanding of what may be involved in a particular career area. What is needed is information on what businesses would be willing to participate in such a program.
- Opioid roundtable – Morgan Tressler reported that she has made arrangements for the roundtable session to be held January 17, 2019 from 9-11 AM at the Life Center in Newport. She is currently locking in speakers for the session, but still needs a moderator. The format is to have key panel members discuss what they or their agency are doing in Perry County. It will also be an opportunity for interested parties to network and/or find volunteer opportunities. Light refreshments will be available. Numerous suggestions for panel members were made - Ms. Tressler has a spreadsheet to keep track of everyone who should be invited – forward suggestions to her if you have someone else who should be involved. Will take RSVPs. May need board approval if there is money to be spent – Ms. Tressler will prepare a budget for board action.
- Branding video for out of county marketing – Morgan Tressler advised that she has received two quotes for the branding video that is intended to be used to promote the county beyond its borders. We have \$30k budget for branding and have spent \$11K so far. Quotes from Cap Collective (\$7580) and Viscal (\$30,000). John Gerner made a motion to authorize the

expenditure of not to exceed \$10,000 for video. Patti McLaughlin seconded the motion. Rich Pluta asked to see the quotes. Michelle Jones said she will put them into the dropbox. It was concluded that there was no need to seek additional bids because it is a professional service. Motion was approved by a voice vote.

- Branding video for in-county marketing – Ms. Tressler said that Iris Peters is redoing video used for the rollout event. Video could be ready in 6-8 weeks, but should be updated it over the next year with seasonal footage.

Motion to Recess: Marti Roberts asked if there was any other business that needed formal board action. Hearing that there was no other new business to discuss, Kevin Fitzpatrick made a motion to recess the meeting to permit a presentation by Kitchen Table Consultants on their plan for implementing the Local Food Promotion Program work. The meeting will be resumed for announcements following the presentation. Paul Rudy seconded the motion and it was approved by a voice vote at 9:10 am.

Local Food Promotion Program

Kitchen Table Consultants' Jen Brodsky and Noah Munro discussed our project plan. They will be focusing on economically viability options for farms, and their recommendations will be results driven. The consultants reviewed their project plan in detail. This will be a yearlong project finishing around the end of September 2019.

Motion to reconvene: Paul Rudy made a motion to reconvene the meeting, Shawna Weller seconded the motion. Motion was approved by a voice vote.

The meeting was reconvened for the purpose of announcements and information sharing.

- KOZ update. Frank Campbell reported that the State is reviewing the Howe Township application and docs. The Newport School Distrit needs to remove wording it added to the Pilot agreement or the state will reject application.
- Frank Campbell discussed our participation in a mock interview session with West Perry High School students. Dawn Lowe talked about EDSI's partnership with the West Perry School District, and they want to partner with PCEDA to work with other schools about Chapter 339 project.
- Rich Pluta noted that we have three business plan sessions scheduled for this Friday and we are looking for additional mentors to learn software.
- The township supervisors' county conference is scheduled for February 23, 2019. The Chamber and PCEDA are both asked to make presentations. The Chamber takes out a back-page ad on the program and includes EDA on it.
- SEDA-COG is trying to lure a dairy processing facility into their region, and locations in Center county, Union county and Howe Township/Perry County are under consideration.
- DCED grant budget line item included an investment in a water and sewer project. The intention was to invest in the Perry County Fair project. Frank and Marti attended November Fair board meeting to make them aware of this possible investment. We asked for written confirmation that they'll accept funds. If the Fair Board accepts, the EDA would like to publicize this investment.

- John Gerner asked for action items from this meeting to be included in the minutes. It was discussed that the development of action items will be the responsibility of the individual work groups that will be overseeing the projects the board authorizes.

Action Items:

- Morgan Tressler will develop a budget for Board action for the Opioid Roundtable event.
- A volunteer list for the project oversight groups will be developed and circulated in advance of December Board meeting to enable board members to choose which projects they want to work on. Per the Bylaws, these work groups can include non-board member volunteers who may have an interest in the work being done.
- The Robert Morris accounting firm will develop sample financial policy and procedures for the Board to consider at the December meeting.

Meeting adjourned: John Gerner made a motion to adjourn the meeting, Paul Rudy seconded the motion. The motion was approved with a voice vote at 10:22.