

Perry County Economic Development Authority Board Meeting
August 9, 2018
Perry Business and Tourism Center

Attendance: Rich Pluta, Frank Campbell, Patti McLaughlin, Emery Yoder, Duane Hertzler, Paul Rudy, Morgan Tressler, Mike Lawler, John Gerner, Dawn Lowe, June Reisinger, Jim Fuller, Marti Roberts, Michelle Jones,

Excused: Kevin Fitzpatrick, Shawna Weller, Russ Hoover, Greg Gordon

Absent: Derek Whitesel, Steve Peters, Brenda Watson

Guests: Jason Finnerty, Erika Juran

Meeting called to order at 8:05 a.m. by Chair Marti Roberts

Public Comment

Jason Finnerty, County Planner - Advised that the County has received a grant to help with the costs of preparing its all hazards mitigation plan. Under terms of the grant, the County has one year to update the plan and obtain its endorsement by the local government units in the county, and that the effort is already behind schedule. He also noted that 55 land development plans have been submitted for approval in the county so far this year. The plans for another poultry operation have also been submitted. One subdivision plan in Roush estate in Wheatfield.

Erika Juran, Director with the Perry County Council of the Arts - noted that PCCA has recently updated its strategic plan. Ms. Juran provided a handout and discussed in some detail how they intend to address issues in communities through several arts-based projects. Ms. Juran also highlighted Youth Art Day, a program it participates in with the Pennsylvania Council on the Arts that works to enhance art education programs in schools in our seven-county region, 5 of the 7 counties are considered educationally underserved. Other PCCA programs include:

- Perry County Historical Mural Trail which currently has 8 murals on display (worked with historians, schools and professional artist), quilt mural trail (done in schools with historian and artist) (had two buses in to see trail, including restaurants and shopping locally).
- Residencies – provide job skills. One of the students, who will be working with PCEDA, also advocated for program with legislators.
- Perry Young Professionals meet ups and Facebook page.
- PCCA Gallery supports hobbyist and teaching artists.
- Readers' choice again this year.
- Art on Tour will begin again in October.
- Other free and low-cost programming efforts included support coffee house, Sunday Arts Hour, drop in art display at the county fair, carnivals, farm fest, etc...

Ms. Juran said she would provide links for more information on PCCA programs for dissemination to all PCEDA Board members.

Secretary's Report:

Copies of the June and July Board Meeting Minutes were included in the materials forwarded to all Board members in advance of today's meeting. The June minutes had been corrected to add location of poultry operation. Rich Pluta made a motion to approve the June minutes as presented, June Reisinger seconded the motion. The June minutes were approved by a voice vote. Patti McLaughlin made a motion to approve the July minutes as presented, Morgan Tressler seconded that motion and the July minutes were approved by voice vote.

Treasure's report:

Patti McLaughlin reviewed the month's expenditures and noted a current account balance of \$36,377.84. Frank Campbell made a motion to accept the Treasurer's Report, June Reisinger seconded the motion. The Treasurer's Report was approved by a voice vote. Michelle Jones advised that PCEDA has upgraded its Quick Books program to be able to classify multiple funding streams. Morgan Tressler noted some problems getting a copy of this month's report prior to the meeting and asked that these reports be consistently put into one Dropbox folder to provide better access to the reports.

Chair Report:

Marti Roberts announced that PCEDA has been formally advised that our Rural Business Development Grant request has been approved by the USDA and this approval can be made public. USDA's Local Food Promotion Program grant review committee sent an email last Friday at 4 pm that PCEDA's funding request successfully passed the first round of reviews. They ask for additional information about our fiscal policy and audit policy. PCEDA provided some general information along these lines but Ms. Roberts said she believes we will need to develop more detailed fiscal policies/bylaw additions. John Gerner has agreed to review and present some options for the Board to consider. We should know about that grant by September. Ms. Roberts noted that she was informed that there are some state funded grants that PCEDA can apply for. These included Keystone Grant and EDCDI grant line items that have been included in the approved state budget. These grants could provide up to \$150K per year for infrastructure improvements, marketing efforts, and possibly administrative costs associated with enhancing economic growth in the county. There is a very short timeframe for completing the funding request. Ms. Roberts will keep board posted on these issues and the need for an ad hoc strategy session for short and long-range goals. Will send out dates for strategy session.

Staff Report:

Michelle Jones provided an update on the Branding Rollout effort. Ten partners or brand ambassadors have been identified and they are working with graphic designers to develop their individual promotional materials that include our new brand. The rollout event will take place on September 12, 2018 from 5 to 7 p.m. at River Bend Brewery off Lower Bailey Road east of Newport. PCEDA will provide each of the brand ambassadors with a large foamboard display, a social media kit, and a business specific marketing item such as product labels, a banner, or customer take-along items that promote the new brand. Invitees to the roll-out event will include PCEDA Board, each of the brand ambassadors, local and state elected officials. June Reisinger suggested we invite all the businesses/individuals who provided letters of support for our RBDG request to kick off event. It was noted, however, that the number of invitees is limited to about 75 based on the capacity of the venue.

Old business:

Frank Campbell provided an updated on the Keystone Opportunity Zone proposal in Howe Township. The Newport School District is engaging a third party to evaluate the KOZ option. Howe Township previously passed a resolution approving their support for the program. If Newport School District approves the concept at its September meeting, the application is due October 1st. The County Commissioners said they would support the plan if the schools and townships approved the plan. Two potential industrial sites in the county include the Business Campus in Penn Township and Buffalo Crossing in Howe Township. Mr. Campbell said he had local businesses provide letters of support.

John Gerner asked if there was any update on the status of the cannabis grower in Penn Township. Ms. Roberts said that while the research institutions have been announced, but their suppliers have not been identified. Current approved licensees are upset that the research licensees will also be able to have dispensaries, which seems to circumvent the rigorous process the first-round applicants had to go through. Frank Campbell noted the Legislature can move rapidly when they want to resolve these issues.

Jason Finnerty asked how the county offices could use the brand. Ms. Roberts said that a potential county seal was provided as a part of this effort, but it would be up to the County if it wants to use the seal

John Gerner asked if the Board would need to meet before the roll out event to discuss and approve any expenditures. Following discussion, it was decided that the Board would approve a budget for the rollout we should approve spending in advance. It was agreed that PCEDA would provide from \$500 to \$1000 to each brand ambassador for their promotional materials. PCEDA would pay up to \$6 per person for food (no alcohol) for 50-75 people at the roll out event. PCEDA will also provide full page ads in local newspapers highlighting the brand ambassadors. Rich Pluta made a motion to authorize the promotional funding as presented in the grant proposal, up to a maximum of \$20,000 at this point. Patti McLaughlin seconded the motion. Discuss about project ensued. The motion was approved by voice vote.

Meeting adjourned 9:25 a.m.