

**Minutes of Board Meeting  
Perry County Economic Development Authority  
Perry County Business and Tourism Center  
New Bloomfield, PA.**

**Attendees:** Rich Pluta, Brenda Watson, John Gerner, Marti Roberts, Russ Hoover

**Virtual participants:** Frank Campbell, Kevin Fitzpatrick, Duane Hertzler,

**Staff:** Michelle Jones, Christie Caswell

**Absent:** None

**Excused:** Patti McLaughlin

**Visitors:** Jason Finnerty, Brook Knapp

**Call to Order:**

The February 2022 PCEDA Board Meeting was called to order by Chair Marti Roberts at 8:37 AM.

**Public Comment:**

Jason Finnerty, the County Planner, reported as follows:

- 14 land development plans have been submitted so far in 2022. Since one of the plans is for Phase 4 of Rockville Estates in Marysville, the total number of lots under up for approval is 63 ahead of this time last year. A proposed subdivision plan change in Blain has been submitted by Blain LLC, to consolidate lots and then a land development plan would be submitted for expansion of their current operation in three phases.
- Mr. Finnerty had a discussion with Michelle Jones and Christie Caswell regarding the aggregate list of goals and objectives developed for use by local governments in the county as they consider new projects. This list is quite comprehensive to ensure there is sufficient variety and breadth of goals for local jurisdictions to use to demonstrate that their proposed projects are consistent with the county's updated Comprehensive Plan. Marti Roberts suggested proposed projects should also show they are aligned with PCEDA's strategic plan. The county's grant oversight committee is heavily economic development aligned. Rich Pluta thanked Mr. Finnerty for his efforts to incorporate PCEDA's project/program efforts in the goals and objectives list. Mr. Finnerty said that he has been working closely with nine local governments on this effort and hopes to bring more into the process as the county's grant writing effort will look for consistency.
- Mr. Finnerty participated in a virtual meeting about broadband with Senator Robert Casey's office. He said he will share the slide show used in that session with Michelle Jones.

Michelle Jones introduced Ms. Brook Knapp, a senior at the Newport High School, who is participating in a job shadowing assignment with Ms. Jones.

**Secretary's Report:**

John Gerner presented minutes of the PCEDA Annual Meeting on January 13, 2022, which had been distributed to all board members in advance of today's meeting. Russ Hoover proposed a motion to accept the minutes, Brenda Watson seconded the motion. There was no discussion, and the motion was approved by a voice vote without dissent.

### **Treasurer's Report:**

Russ Hoover presented the Financial Report for the period ending January 31, 2022, prepared by Robert Morris & Co., which was distributed to all board members in advance of today's meeting. Mr. Hoover advised that the report reflects normal monthly expenses and payroll. Rich Pluta proposed a motion to accept the Treasurer's Report as presented, and John Gerner seconded the motion. The motion was approved by a voice vote without dissent.

Michelle Jones advised that PCRDA has received a letter of engagement from the firm that performed our required financial audit last year to audit our 2021 financial records. Rich Pluta proposed a motion to accept the proposal as submitted at a cost not to exceed \$3K. John Gerner seconded the motion, and it was approved by a voice vote without dissent.

### **Chair Report:**

Marti Roberts reported as follows:

- Our search for new board members continues. We have been reached out to various county residents and are finding that people are already over-committed or are not prepared to engage in our efforts. Ms. Roberts encouraged all board members to continue to identify potential candidates.
- Ms. Roberts and Michelle Jones had a phone call with an attorney in Pittsburgh that the PA Downtown Center had recommended to discuss the creation of a 501c3 for the Perry Hometowns project. The attorney provided a ballpark estimate of a little over \$5K for his help in preparing and submitting required paperwork for seeking a 501c3 designation. PCEDA cannot be the applicant and need to get the Perry Hometowns organization up and running before the 501c3 process can begin. PCEDA would help get the committee started and finance the application paperwork, etc. This will take a year or so.
- Ms. Roberts and others met with representatives from the Perry County Fair Board and were introduced to their new President, Jason Snyder. The purpose of the meeting was to discuss the availability of \$50k in grant funding to conduct feasibility studies for a more year-round functional space. Fair Board representatives said they would take the idea back to their board. The merits of having an "expo center" entity run the facility were discussed. Michelle Jones had talked to representatives of the Lebanon Valley Expo Center, and they offered to host a tour. The Fair Board representatives agreed to move ahead with the feasibility studies project. The benefits of beginning with a study of potential uses for the overall fair grounds property prior to fixing on location for an all-season building was then discussed. PCEDA has a preliminary \$18K quote for the building feasibility study from Gannett Fleming Engineers that was used to prepare the grant request and an estimate of \$53K from CSD Construction to prepare construction plans. John Gerner proposed a motion that PCEDA seek a revised quote for feasibility studies for the overall fairgrounds and for the new building itself from Gannett Fleming, Russ Hoover seconded the motion, and it was approved by a voice vote without dissent.
- As discussed at previous meetings, Ms. Roberts said she believes we need to formalize the goals, objectives, and strategies we developed in our strategy session with Mary Kuna a few months ago. Ms. Roberts said she is trying to get Scott Dunkelberger to help us with this effort and is hoping to do this as a part of the PCEDA Board meeting in March.

- Michelle Jones had included in the information package for this meeting a DCED guidance document on the Local Share Account (LSA). The LSA is funded by gaming revenues derived from the horse racing industry in the state. A wide range of organizations (including PCEDA) are eligible to apply for funds to “support projects in the public interest” The document goes on to define a wide variety of eligible uses (projects) and provides guidance on how to apply. Marti Roberts suggested PCEDA could offer to submit funding request under this program for county projects like the Clark’s Ferry Tavern, a new fair ground’s building, and the LEAF project in Shermans Dale. Discussion ensued about if and how to proceed. PCEDA could earn a fee for administering these projects should they be approved. The discussion seemed to conclude that PCEDA would not advertise for applications but proceed with submitting the LEAF proposal. Rich Pluta proposed a motion to support the LEAF project application and any other qualified, complete application. Brenda Watson seconded the motion. The motion was approved (ayes- Roberts, Pluta, Gerner, Watson, Campbell, Fitzpatrick, Hertzler, nays – Hoover).

### **Staff Reports:**

Michelle Jones highlighted some of her activities during the month as follows:

- A spreadsheet laying out staff accomplishment goals/metrics for the next few months was included in the information package for this meeting and briefly discussed, It was developed in response to a request to providing the board members with more information on what is being accomplished. John Gerner recommended adding business development and HACC to goals and Marti Roberts noted that the art installation project we are proposing to undertake with the Council of the Arts should also be added but it will not become active for 6-8 months – Arts Council still in search of funding.
- The proposed update of the county Comprehensive Plan goals was discussed with school district career counselors. At this session, the counselors discussed all the challenges and barriers they face in providing meaningful career information to students. Ms. Jones will be working to bringing superintendents together to discuss the Comprehensive Plan with Jason Finnerty and PCEDA’s goals for career development. Brook Knapp, Newport student, reinforced the needed for more and better career option information. She noted that many students do not see themselves remaining in the county after graduation because they do not see what career options are available to them here.

Christie Caswell provided a summary report on the recent bus tour of other Keystone Community locations (copy attached).

- An Earth Day event at Clark’s Ferry Tavern and representatives of the Main Street/Duncannon workgroup will be there. Saturday, April 23<sup>rd</sup>.
- Marti Roberts talked about the resolution we are asking each borough council to pass to show their support for the revitalization effort and questioned if we really need to have a council member on each revitalization committee. She was advised that council representation if not required but the staff feels it will be beneficial in the long run. The Pennsylvania Downtown Center has reviewed the resolution and has expressed no objections.
- Farmers market on the Green at Clark’s Ferry Tavern are being planned for the second Saturday of each month beginning in May. Marti reminded that recently released data on tourism spending shows that we are by far the lowest in the region.

- Good progress is being made on organizing the support groups in six of the nine boroughs. Rich Pluta suggested that he is confident that support for this effort in the remaining three boroughs will develop as they see improvements in the other boroughs.

**Old Business:** None

**New Business/Information:**

- Jason Finnerty advised that some interest is being shown for locating a large warehouse facility in Watts Township. An exemption to zoning ordinance height restriction (proposed 60 feet, not 35 feet now). The county planning commission heard the request but asked the applicant to come back with restructured amendment. Discussion about firefighting limitations, and PennDOT highway access issues at proposed site ensued. Estimated daily trip totals as high as 5200 a day. Indications are that they are looking at building a one million square foot facility broken into two buildings initially, but that total buildout could be three million square feet. It is estimated that project could provide 300 jobs. A land development plan has not yet been submitted - they are doing their due diligence.

**Adjourn:**

Russ Hoover proposed a motion to adjourn the meeting, John Gerner seconded the motion, and it was approved by a voice vote without dissent at 10:30 AM.

## Main Street Kick Off Meetings

### COUNTYWIDE

Held hybrid meeting 1/31/22 with 31 participants in person and virtually. Michelle has all county guides and local plans available online at <https://perrycountyeda.com/downtown-revitalization/>

Follow up email to all previous downtown revitalization attendees to review the documents on line. Email sent to all borough council members in all 9 boroughs to share clear direction of next steps.

- [Draft resolution for boroughs to become formal participants in the Perry County Regional Main Street program](#)
- [Links to the county guides and local plans](#)
- [Notification of the date/time of their towns' kick off meeting or a request for additional contacts](#)

### BOROUGH SUMMARIES

#### BLAIN BOROUGH

<a href="#">Kick Off Meeting</a>	<a href="#">Friday, 2/18/22 at 6:30 pm at Blain Fire Company</a>
<a href="#">Council Meeting</a>	<a href="#">Thursday, 2/10/22 at 7 pm</a>
<a href="#">MS Committee Members</a>	<a href="#">Janele Beaston (Hotel), Leonard Wise (Store Owner), Maria Dodson (Library), Lois Parker (Library), Donna Shatto (Lions Club)</a>
<a href="#">Other Notes</a>	<a href="#">Utilizing the 2/10 council meeting to narrow down representative from the council and be sure all members are receiving information. Kim Rose, Secretary has been very helpful.</a>

#### DUNCANNON BOROUGH

<a href="#">Kick Off Meeting</a>	<a href="#">Wednesday, 2/16/22 at 6:30 pm at Babs Curran Senior Center</a>
<a href="#">Council Meeting</a>	<a href="#">Tuesday, 3/15/22 at 7 pm at Duncannon Borough</a>
<a href="#">MS Committee Members</a>	<a href="#">Shelly Matter (resident), Tina Lucille Hayes (resident), Michael May (council president), John Cappawana (Mayor), Chris Dudley (various), Judi Finkenbinder Radel (Farm owner), Sean O'Shell (Appalachian Trail Community), Amanda Hall (business owner), Meranda Harwood (community), Betsy Kirkhoff (community), Sue Cliber (community), Brittney Rothermel (Lions Club President)</a>
<a href="#">Other Notes:</a>	<a href="#">Sharing with Council of Churches 2/8/22 at 7 pm</a>
<a href="#">EVENT:</a>	<a href="#">Earth Day Celebration – Saturday 4/23/22 from 10 am to 2 pm – Cooperative event with Perry County Conservation District, Friends of Clarks Ferry Tavern, Perry County Council of Arts, Keep Perry Beautiful, Duncannon Borough and PCEDA.</a>

#### LANDISBURG BOROUGH

<a href="#">Kick Off Meeting</a>	<a href="#">Not scheduled</a>
<a href="#">Council Meeting</a>	<a href="#">Monday, 2/14/22 at 7 pm</a>
<a href="#">MS Committee Members</a>	
<a href="#">Other Notes</a>	<a href="#">Using the February council meeting to reenergize the council, share the resolution and seek approval and evaluate next steps.</a>

### Liverpool Borough

<u>Kick Off Meeting</u>	<u>Not Scheduled</u>
<u>Council Meeting</u>	<u>Wednesday, March 16, 2022 @ 7:30 pm</u>
<u>MS Committee Members</u>	
<u>Other Notes</u>	<u>Working with John Marks, Lions Club president and previous mayor, to encourage Lions participation. Additionally, drive visit scheduled 2/11 to go door to door with businesses</u>

### Marysville Borough

<u>Kick Off Meeting</u>	<u>Tuesday, February 15, 2022 at 6:30 pm – Borough Office</u>
<u>Council Meeting</u>	<u>Monday, March 14, 2022 at 7 pm – Borough Office</u>
<u>MS Committee Members</u>	<u>Dan Boyer Sr (community), Richard Stees (community), Stephanie Stoner (planning commission), William Gumberger (Moose and business owner), Leigh Ann Urban (council), Kelly Wetzel (community) and Jacquelyn Zulli (council)</u>
<u>Other Notes</u>	

### Millerstown Borough

<u>Kick Off Meeting</u>	<u>Wednesday, March 2, 2022 at 6:30 pm at Hartley Residence (5N Market)</u>
<u>Council Meeting</u>	<u>Monday, March 7, 2022 at 7 pm</u>
<u>MS Committee Members</u>	<u>Tara Hartley (community), Mike Hartley (multiple organizations), Teresa Hunker (MCSI), Curt Black (MCSI) and Karen Knellinger (Borough Secretary)</u>
<u>Other Notes</u>	<u>Continuing to solicit committee members</u>

### New Bloomfield Borough

<u>Kick Off Meeting</u>	<u>Friday, February 25, 2022 at 6:30 pm</u>
<u>Council Meeting</u>	<u>Tuesday, March 1, 2022 @ 7 pm</u>
<u>MS Committee Members</u>	<u>Jessica Grindle (council), Jessie Burkholder (business owner), Malinda Anderson (council)</u>
<u>Other Notes</u>	<u>Continuing to solicit committee members</u>

### New Buffalo Borough

<u>Kick Off Meeting</u>	<u>Not Scheduled</u>
<u>Council Meeting</u>	<u>Monday, March 14, 2022 at 7 pm</u>
<u>MS Committee Members</u>	
<u>Other Notes</u>	<u>Continuing to solicit committee members</u>

### Newport Borough

<u>Kick Off Meeting</u>	<u>Friday, February 11, 2022 at 6:30 pm at the Newport Public Library</u>
<u>Council Meeting</u>	<u>Tuesday, March 1, 2022 at 7 pm</u>
<u>MS Committee Members</u>	<u>Penny Frownfelter (Council), Mary Bucher (Council), Frank Campbell (the world), Taryn Meck (business owner), Shelly Matter (business owner), Laura Campbell (the world &amp; Frank)</u>
<u>Other Notes</u>	