

Minutes of Board Meeting
May 12, 2022
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, Frank Campbell, Kevin Fitzpatrick, Duane Hertzler, David Misner, Dee Anderson

Virtual participants: Patti McLaughlin

Staff: Michelle Jones, Kyleigh Spidle

Absent: None

Excused: none

Visitors: Jason Finnerty

Call to Order:

The May 2022 PCEDA Board Meeting was called to order by Chair Marti Roberts at 8:30 AM.

Introduction

Kyleigh Spidle was introduced as the new revitalization Coordinator and roundly welcomed.

Public Comment:

Jason Finnerty, the County Planner, reported as follows:

- 29 land development plans have been submitted so far in 2022, which is 27 fewer plans than at this time last year. Since one of the plans is for Phase 4 of Rockville Estates in Marysville, the total number of lots included in these plans is 86 - 39 ahead of this time last year.
- The webpage for the updated county comprehensive plan "Picture Perry" has been added to the county's website and proposed projects for inclusion in the plan are being added each day. The projects will still have to be vetted/approved by the respective jurisdictions. The Basic Studies group at Harrisburg University has completed an update the county's in place land use which will be a part of the updated comprehensive plan.
- The Borough of Marysville is proposing to convert a section of Lansdale Street from two way to one way operation at its approach to US11/15. Turns from US11/15 onto Lansdale Street are difficult when a vehicle is on Lansdale Street is also waiting to make a turn.
- Penn State University has been awarded a National Science Foundation grant to study rural to urban commuting trends and needs.
- The County Planning Commission has been asked to review a proposed recreation facilities upgrade by the Borough of Liverpool.

Secretary's Report:

John Gerner presented minutes of the PCEDA meeting on April 14, 2022, which had been distributed to all board members in advance of today's meeting. Kevin Fitzpatrick proposed a motion to accept the minutes and Frank Campbell seconded the motion. Marti Roberts noted that the proposed new meat processing facility discussed in the New Business section is located

in Center Township, not Center County. Mr. Fitzpatrick amended his motion to approve the minutes as amended and Mr. Campbell agreed to second the new motion. The motion was approved by a voice vote without dissent.

Treasurer's Report:

Patti McLaughlin presented the Financial Report for the period ending April 30, 2022, prepared by Robert Morris & Co., which was distributed to all board members in advance of today's meeting. Ms. McLaughlin advised that the report reflects normal monthly expenses and payroll. Russ Hoover proposed a motion to accept the Treasurer's Report as presented, and Duane Hertzler seconded the motion. The motion was approved by a voice vote without dissent. Ms. McLaughlin went on to advise that the one Orrstown Bank account has been closed even though it still appears in the report.

Chair Report:

Marti Roberts reported as follows:

- One of the grants we have from DCED provides \$100K for public art installation in each of the nine boroughs involved in our Downtown Revitalization Project. The Perry County Council of the Arts (PCCA) was approved for a \$50K grant from the National Endowment for the Arts (NEA) (which is \$50K less than they ask for). PCCA has agreed to pledge the missing \$50K with its own funds and fundraising efforts. Working with PCCA's Executive Director Jasmine to start organizing this overall effort through the individual borough work groups. The exact locations of each installation must be identified to start NEA's required historical review process.
- As a result of much hard work on the part of Michelle Jones, we are ready to submit our Main Street application to the PA Downtown Center and then onto to DCED. Resolution 2022-02, which must be included in our application, was circulated to all board members with the package of information in advance of this meeting (copy attached). Kevin Fitzpatrick proposed a motion to approve Resolution 2022-02. Russ seconded the motion, and it was approved by a voice vote without dissent. Michelle Jones provided an update about remaining items to be included with the application, such as letters of support from the County Commissioners, our state representative, and state senator. Ms. Jones said she expects to be ready to submit the complete package by May 23rd.
- While our previous funding request was unsuccessful, PCEDA can again reapply for a Greenways, Trails, and Recreation Program grant from the Commonwealth Financing Authority. Resolution 2022-03 in support of that \$250K request was read into minutes (copy attached). Kevin Fitzpatrick proposed a motion to adopt Resolution 2022-03 and Russ Hoover seconded the motion. The motion was approved by a voice vote without dissent.
- Discussions have been continuing with members of the Perry County Fair Board to try to determine the best approach to their expansion project. We believe the county needs an events center facility while some Fair Board members are reluctant to take on such a large project. This prompted a discussion about how to review our goals.
- The previous session with Mary Kuna a few months ago was a starting point for assessing an updated strategic plan. It produced a listing of long-range efforts, but now we need to take the next step on deciding and prioritizing goals and implementing strategies. Ms. Roberts

asked each board member to provide input on the details needed to deliver each of our long-range efforts. Duane Hertzler suggested a workshop session for all board members in two weeks to assemble a working draft plan. Russ Hoover emphasized the need to set implementation priorities and develop work groups that will be tasked with delivering results. It was also suggested that PCEDA keep the county commissioners informed on our plans and seek their input/support. It was decided that the board workshop would be held on May 24th beginning at 1 PM and Michelle Jones would work to set up a meeting with the county commissioners on June 6th at 11:30 AM. Homework: need to include narrative, but for now prioritize goals and decide where board can help.

Staff Reports:

- Michelle Jones provided a written report provided that was included with the meeting materials sent out in advance of the meeting and attached to these minutes. In addition, she highlighted the following items:
- The audit of PCEDA's 2021 financial records is nearing completion.
- Our grant application for funds to assist the LEAF program to purchase a new van was reviewed by the funder. They advised that they would submit the grant to the committee for a decision in November and requested that we update the timeline in our application to reflect this revised time frame. Michelle worked with LEAF staff
- A proposal for a three-part educational program on "Marketing Your Business" in which clients would attend the three sessions and then be eligible to apply for small grants to help improve their marketing strategies was received from Pearl Jade Marketing in Harrisburg and included in the package of information in advance of the meeting and a copy of the is attached to these minutes. Dee Anderson asked how business owners would be made aware of this education opportunity. Ms. Jones said that we could use our social media outlets, the Chamber's network and brochures or other options developed by Pearl Jade. Kevin Fitzpatrick proposed a motion to accept the Pearl Jade proposal and Russ Hoover seconded the motion. The motion was approved by a voice vote without dissent.
- Ms. Jones announced that Iris Peters will be starting an eight-week internship with PCEDA on June 6th. She will receive a small salary from the state for this program.
- There has been a push recently for local governments to sponsor new email addresses for their officials to avoid searches of their private or business email accounts when conducting public business. PCEDA can also set up these types of email accounts for any staff or board member who would want to separate their personal communications from their PCEDA work.
- Ms. Jones discussed her recent participation in the "financial awareness" event recently in the West Perry School District. Rich Pluta added emphasis on the importance of programs like this and encouraged other board members to participate.
- Rich Pluta noted that PCEDA has taken on another client for business plan development this week.

Kyleigh Spidle summarized her activities over the past month as follows (Report attached):

- She has been working diligently to absorb information on the Keystone Communities program, the work of the PA Downtown Center and all the work that Muldrow & Associates has done to aid PCEDA in setting up the groundwork for this program in Perry County.
- She has contacted the participants in each of the borough working groups in an effort to set up the next meeting of these groups. Liverpool and New Buffalo have yet to respond. Marti Roberts suggested board members consider attending the meetings in their area if they can once the meeting dates have been established.

Old Business:

None

New Business/Information:

- Brenda Watson thanked Michelle Jones for attending a key meeting in Harrisburg on the broadband internet access program. Ms. Watson was called away unexpectedly and Ms. Jones' understanding of the issues was a definite asset.
- Rich Pluta noted the recent change in Perry County's State Representative district boundaries and the addition of a former Juniata County Representative in the upcoming primary election. He advised of a debate forum scheduled for this coming Friday at 7PM in the Christian Life Center near Newport.
- Michelle Jones advised that the County Commissioners will be hosting a listening session with county residents on May 20th at the Ranch House Restaurant on US11/15. Ms. Jones will be the moderator of that session.
- Kevin Fitzpatrick advised that he has been asked to request a letter of support for financing for a kosher meat processing facility in Center Township. John Gerner proposed a motion to authorize the Executive Director to provide a letter of support for this project. Kevin Fitzpatrick seconded the motion, and it was approved by a voice vote without dissent. It was noted that DEP has expressed some concern over the ground water impacts of the cleaning solution the company is proposing to use. It was also noted that animals will not be slaughtered at this plant, only the meat will be processed. Ms. Jones advised that she is working on creating a template for use in determining how we will handle these requests for letters of support in the future.

Adjourn:

John Gerner proposed a motion to adjourn the meeting, Duane Hertzler seconded the motion, and it was approved by a voice vote without dissent at 10:04 AM.

RESOLUTION NO. 2022-02

A RESOLUTION OF APPLICATION TO AND PARTICIPATION IN THE COMMONWEALTH’S MAIN STREET DESIGNATION

WHEREAS, the Perry County Economic Development Authority, duly authorized governing body for Perry County, recognizes the importance of public and private partnerships and supports the collaborative initiative to improve the economic stability and vibrancy of the nine county boroughs; and

WHEREAS, the efforts of the communities of the Commonwealth of Pennsylvania to revitalize their central business districts is considered to be an extremely important community and economic development activity that creates jobs, generates non-residential tax revenues, enhances the quality of life and preserves a sense of place so critical to these communities; and

WHEREAS, the Main Street program is a nationally-recognized and proven tool to use in community and economic development that helps grow communities and improve the quality of life for residents and business owners and acknowledges the comprehensive planning process that preceded the plan, five-year strategy and application; and

WHEREAS, the PCEDA desires to be a progressive supporter in this effort to revitalize the nine county boroughs’ Central Business Districts for both the economic welfare and general enjoyment of county residents; and

WHEREAS, the PCEDA shares a common goal of revitalized central business districts with PCEDA and do hereby express their mutual interest in effective expenditure of the funding resources available to the downtown revitalization effort as a result of the county boroughs’ acceptance into and participation in the Main Street Program; and

NOW, THEREFORE, BE IT RESOLVED that:

- The PCEDA supports the project and the five-year strategy to the best of its ability and will work in collaboration with the local Main Street Committee, the county-wide committee and/or non-profit organization
- The PCEDA commits to sponsoring the position of Main Street Coordinator for the 5 year designation process and intends to pursue funding through a variety of mechanisms to support the position and the projects in the five year plan.

HEREBY AUTHORIZES the authorized representative Chairperson and/or Executive Director to act on behalf of the PCEDA to submit and sign an application to the Keystone Communities/DCED and all related documents, and,

Adopted this day May 12, 2022

By a vote of: ___ in favor, ___ against, _ abstain and ___ not present.

By: _____ By: _____

Martha Roberts, Chairperson

John Gerner, Secretary

Staff report

Marketing seminar: we have funds in several grants for marketing and branding activities. One of the ideas, which is in response to an oft repeated need, is to offer a small business marketing series. People who attend all the sessions would be eligible for a small grant to use toward their marketing pain points (amount to be determined once I get bids for a stack of other items I need to do, such as a “doing Business Here” booklet, new retractable banner, updated brochures, county/tourism guide, façade promotion, etc.) The challenge has been in finding the subject matter expert to teach. Several months ago, I saw the Kutztown SBDC was offering exactly this sort of program, so I signed up to attend. The presenters were very good. I followed up afterward and found they run a small marketing firm in Harrisburg. They were very excited about the marketing series idea and submitted a proposal (see attached.)

I have submitted paperwork and been approved to have two paid interns here for 8 weeks this summer. Iris Peters (who is about to graduate with a B.S. in Marketing) will be returning as a Marketing intern and Brook Knapp will come back as a general office/marketing assistant. They will be here from Monday, May 6 through Friday, July 29. They are being paid through the state’s Paid Work Experience program.

I completed three more Engage! Visits, which satisfies the Engage contract. I actually have two more visits scheduled, but these visits are so helpful I’d rather do more than not enough.

Kyleigh and I are immersed in getting back on track with Main Street committees. We/she is rescheduling meetings for May/early June. The next project will be organizing downtown inventories and getting good data into our downtown database.

I spoke with our solicitor, Adam Britcher, about seeing some of the boroughs purchase email addresses for their board members. He agreed that the practice is very practical in keeping PCEDA business out of your personal or other work/business emails. Since I just went through the hassle of moving PCEDA email/domain names, I can tell you that a unique address is about \$80 a year. Another option would be to create a separate free email address from a google/yahoo/mail or other service. Some board members would rather not have another email address to check, which is understandable. This isn’t required, but could be important depending on your circumstances. I hear that employers are not usually pleased to have their work emails get involved in FOIA requests.

I have the draft of the Main Street application finished. We have all the resolutions from the boroughs. The executive committee recommended we seek letters of support from our legislators (who are both happy to do so, but requested a sample letter), a resolution from our board and a resolution from the commissioners (will be voted on Monday, May 16th.) Once I have these items, I’ll submit it to the PA Downtown Center for review. Once they approve, it should be “rubber stamped” by Keystone Communities /DCED.

I received a notice today that there is a claim for unemployment benefits from our former employee. I’ll be filing the appeal this week.

Tom McGilloway was here on May 4th. He and Randy Wilson are working on a draft of the design guide and expect to have a first draft to us for review in early June.

I presented to the Landisburg Lion's Club on June 21st (to a surprisingly large crowd of about 20 people). There was a lot of support, some good questions and I netted about 6-8 committee members where we had none before. If you are involved in any community groups that might like us to discuss our Main Street project, please let me know. It's a great way to spread the word and get people involved.

I spent the day at Newport High School on April 27th doing mock interviews with the 11th graders. Most of them are a nervous wreck, which makes this all the more important. I know I beat the drums about this, but please consider volunteering for these school events. The schools really need the help and it's important that we continue being a valuable resource to the staff (and the kids!).

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Organization Name

Staff Report

Date of meeting

Title Main Street Coordinator
Name Kyleigh Spidle

1. Announcements

- Contact made to all members of MS committees to introduce myself and make them aware we are working for a date regarding next meeting.
- Direct contact made to key members of each borough to introduce myself and get suggestions from them on meeting time and place.
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2. Progression

- Learned Trello program and maintained ongoing to do lists.
- Helped in editing Main Street Application while referencing all supported documents from the Economic Vitality Plan
- Created a Facebook account and was added to all Main Street borough groups for future communication
- Researched all documents and supported learning materials regarding Main Street America, PA Downtown, Keystone Communities
- Learned about Creative Placemaking and sat in on brainstorming meeting
- Working on Inventory projects and brainstorming on survey/ how to collect information.
- Finalizing MS committee meeting dates, times, locations.

3. Issues

- Getting Downtown Diva database with hosting up and running fully – have made several contacts via phone call and email to Jennifer Rose to assist in this. Will be setting a zoom meeting to work through issues.