

Minutes of Board Meeting
June 9, 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, Duane Hertzler, Dee Anderson, Patti McLaughlin

Virtual participants: David Misner

Staff: Michelle Jones, Shariyah Etienne (Intern), Iris Peters (Intern)

Absent: None

Excused: Kevin Fitzpatrick

Visitors: Jason Finnerty

Call to Order:

The May 2022 PCEDA Board Meeting was called to order by Chair Marti Roberts at 8:28 AM.

Public Comment:

Jason Finnerty, the County Planner, reported as follows:

- 37 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 homes and lots is ahead of this time last year.
- Mr. Finnerty said that he met with officials in Watts Township regarding Picture Perry – the comprehensive plan update current under development. Much of the discussion centered on the proposed warehouse complex in the Amity Hall area. The developer is still in the project scoping phase and working on issues such as buffer zones, access requirements, stormwater management and the like. While they currently are planning for two buildings each with one million square feet of space, the potential is for a total of up to three million square feet of storage. One major part of the current discussions with the township is a variance on allowable building height. The township is looking to trade building height increases for increased buffer zone area. Another major point of discussion is with PennDOT regarding roadway access to the property via the Highway Occupancy Permit (HOP) process. The property access is currently technically off an interchange ramp, which would not be permitted for this type of use – currently estimated at 500 trucks a day. Mr. Finnerty said there has been some discussion about the use of collector/distributor roadways alongside the main lanes of US11/15 to preserve the capacity of the main roadway.

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. Russ Hoover proposed a motion to accept the minutes and Patti McLaughlin seconded the motion. Mr. Misner advised that his name is slightly misspelled (extra "e"), and Patti McLaughlin said there was a number "3" in a word in Kevin Fitzpatrick's discussion on the last page. Mr. Hoover amended his motion to

approve the minutes as amended and Ms. McLaughlin 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 May 31, 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. Duane Hertzler proposed a motion to accept the Treasurer's Report as presented, and Frank Campbell seconded the motion. The motion was approved by a voice vote without dissent.

Chair Report:

Marti Roberts reported as follows:

- The workshop this past Monday with the County Commissioners was very productive. It followed our strategic plan outline and provided a general report on the work we have done and our progress with projects currently underway. Reportedly there is some consideration being given to include funding for PCEDA work as a line item in the county's annual budget. There also is some discussion about instituting a "bed tax" – a 1.5% excise tax on hotel/motel/vacation rental rates that could be used to fund recreational and tourism development efforts. Brenda Watson said that she has been seeking information on how these taxes are collected and the means of validating that collection.
- Michelle Jones introduced the two summer interns who have begun work at PCEDA:
 - Iris Peters, a senior at Arizona State University majoring in business analytics
 - Shariyah Etienne, a senior at Newport High School interested in political science and urban planning. She is very interested in our Main Street program.
- Ms. Roberts reported that the commissioners were open to the idea of establishment of a tourism, parks/recreation entity in the county. There is no way currently to fund that kind of entity right now. Commissioner Eby suggested looking into promoting Perry County tourism through ads on Rabbit Transit buses.
- Ms. Roberts said she brought up the need to improve votech training options for county students and the commissioners recognized the need for this also.
- Brenda Watson said she, too, was pleased with how the meeting went. She said the commissioners are very appreciative of the PCEDA boards' efforts and devotion to these causes. John Gerner noted that the commissioners realize the differences in their jobs overseeing operations in Perry County versus the issues that need to be addressed in the larger counties to the south. They recognize things will change in the future. Some discussion between board members ensued about challenges in the community with homelessness, mental health, school security preparedness and the like.
- Ms. Roberts discussed downtown project maps for each borough that she had sent out recently to all board members. The PA Downtown Center had asked for these maps to be included in our Keystone Communities application to define the "project area" in each borough. In setting these boundaries, a conscious effort was made to include the parks and other recreational features in the downtown area to ensure that they are part of the revitalization effort. Michelle Jones explained that the maps will be reviewed by the borough committees and those groups may ask for adjustments, which would then have to be submitted as an amendment to our application. David Misner commented on the problem

with including the far southern area near the brewery and Dollar General in Marysville in the “downtown zone” since it is not walkable from the main downtown area.

- Ms. Roberts noted that board members in the meeting with the commissioners also talked to commissioners about our goal to create an event center in the county. The commissioners were quite receptive the effort and encouraged continued discussions with the fair board. Based on discussions with the County Planner Jason Finnerty, the concept will be included in the updated comprehensive plan.
- Ms. Roberts brought up the Strategic Plan outline she refreshed after the board discussion a month ago. With funding for many of these activities in place, she highlighted the need to establish working groups to advance the initiatives set forth in the plan. Ms. Roberts said she will resend the document to solicit committee members to start pushing these projects along. Rich Pluta asked to have the outline used during the Commissioner meeting included in the email.
- Marti Roberts said she is now using an EDA email address: mroberts@perrycountyeda.com to keep EDA communications out of her personal email system. Patti McLaughlin, Frank Campbell, and Brenda Watson to have EDA email accounts for them as well. Other board members can contact Michelle Jones if they desire their own EDA email address.

Staff Reports:

Michelle Jones provided a written report 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:

- “Career Ready Berks” is a portal developed and in use in Berks County to help high school students identify internships, job shadowing opportunities, and the like; and it has proven to be very useful to students. Ms. Jones said that the software can be obtained for use in Perry County at an initial cost of \$1K and a \$500 per year maintenance fee. Since the total cost is below \$2K, Ms. Roberts said she approved the purchase for use by all Perry County school districts.
- Ms. Jones reported that the Downtown Revitalization committees in Landisburg, New Buffalo, and Liverpool continue to be difficult to pull together and encouraged any board members with connections in those communities to reach out and promote the groups to get together. Duane Hertzler said he reached out to Steve Kolowiski (sp) in Landisburg who said he would be interested in working on the effort. Mr. Hertzler also volunteered to come on a town walk to generate interest.
- Ms. Jones advised that Muldrow & Associates continues to work on the façade “style guide” and the wayfinding sign program and has promised to deliver draft copies to PCEDA by mid-June.
- Marti Roberts said she believes PCEDA should hold some type of a community event as a means of publicizing the work it is doing. Suggestions on the when, where, and how for such an event are welcomed.

Kyleigh Spidle provided a written report on her activities during the past month and a copy is attached to these minutes.

Old Business:

None

New Business/Announcements

Michelle Jones reported that our interns, Shariyah Etienne and Iris Peters, attended the County Health and Wellness event on June 8th and staffed the PCEDA table. They provided information on EDA projects, including the Downtown Revitalization project. The event was considered to be a great success as was our interns work during the event.

Adjourn:

David Misner proposed a motion to adjourn the meeting, Patti McLaughlin seconded the motion, and it was approved by a voice vote without dissent at 9:30 AM.

ED Staff Report

- Career ready PeCo, attended session to learn how to use it. Loved it and talked with Marti about getting it for our schools/students/parents. Initial cost: \$1000, ongoing yearly \$500. This will be a huge asset to our career counselors and students.
- Engage Report, finished final three outreach efforts, report attached
- Strategic planning process, commissioners’ meetings, grant meetings, planning/strategy meeting, 2 community meetings.
- Planning new holiday promotion with Taira and Laura Campbell.
- Will have a table at County’s Safety Day event (with Chamber) to promote downtown initiative on Wednesday, June 8.
- Submitted Main Street/Keystone Communities application to PA Downtown Center, awaiting their review and comments. They insisted that we submit maps of each borough’s downtown, so Tom quickly created maps and they were included.
- Helped Penn Strategies get GTRP grant renewed and submitted.
- Marketing series has been set. Scheduled for July 21, August 25, and Sept 22 at 10 a.m. Will start aggressive marketing.
- Will be submitting annual IDA report as soon as audit is finalized.

Upcoming meetings:

<p>Thursday 5/26 @6:30</p> <p><i>New Bloomfield</i></p> <p>@ PCEDA</p>	<p>Tuesday 5/31</p> <p>@6:30</p> <p><i>Millerstown</i></p> <p>Rescheduling due to Covid exposure</p>	<p>Thursday 6/2</p> <p>@ 6:30</p> <p><i>Blain</i></p> <p>@ Fire House</p>	<p>Tuesday 6/7</p> <p>@ 6:30</p> <p><i>Marysville</i></p> <p>@ Boro office</p>	<p>Wed. 6/15</p> <p>@6:30</p> <p><i>Duncannon</i></p> <p>@ Sr. Center</p>	<p>Thursday 6/16</p> <p>@ 630</p> <p><i>Newport</i></p> <p>@ NERPS</p>	<p>Wednesday, 7/20</p> <p>@9 am</p> <p>Inventory in Blain</p>	<p><i>Thursday, 7/21</i></p> <p><i>@9</i></p> <p><i>New Bloomfield Inventory</i></p>
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MAY STAFF REPORT

Main Street Coordinator
Kyleigh Spidle

1. Announcements

- Downtown Diva software fully operational and working within the database to collect business information
- Organization Name Main Street meetings scheduled for 6 of the 9 boroughs.
- Inventory projects are underway

2. Progression

- Attended a virtual conference on Creative Placemaking
- Had Zoom meetings with Downtown Diva developer, Jennifer Rose.
- Did research within Downtown Idea Exchange, PA Downtown Center, and Main Street America to learn about placemaking, NEA Grants, volunteers, and Inventory Projects
- Created a sample survey/ letter for Inventory project: compared with Downtown Diva and created a mail merge for easy use of surveys
- Introduced myself to our PA Downtown rep, Kyle Bailey, to establish resources and become familiar with reporting and accreditations once we are designated.
- Joined Facebook groups (within Perry County and the Main Street community) to establish resources and connections
- Reached out to council members post MS committee meeting to discuss newsletters and how to submit for future reference
- Prepared necessary documents for MS committee meetings
- Identified key community groups at MS committee meetings and reached out to their point-of-contacts to introduce myself, Main Street program, and possibly have the group volunteer for future events/projects
- Updated the Master Contact list to include additional MS committee members and key community groups
- Created MS committee sign-up sheet to be used at events and in coordination with our homepage

3. Issues

- Landisburg, Liverpool, and New Buffalo still have no committee established. We will be physically going to these boroughs to establish connections and meeting