

Minutes of Board Meeting
August 11, 2022
Perry County Economic Development Authority
Perry County Business and Tourism Center
New Bloomfield, PA.

Attendees: Rich Pluta, Marti Roberts, Russ Hoover, Duane Hertzler, Dee Anderson, Patti McLaughlin, David Misner, Brenda Watson,

Virtual participants: Frank Campbell, John Gerner

Staff: Michelle Jones

Absent: None

Excused: Kevin Fitzpatrick

Visitors: None

Call to Order:

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

Public Comment:

None

Secretary's Report:

John Gerner presented the minutes of the PCEDA meeting on July 14, 2022, which had been distributed to all board members in advance of today's meeting. Patti McLaughlin proposed a motion to accept the minutes and Russ Hoover seconded the motion. The motion was approved by a voice vote without dissent.

Treasurer's Report:

Patti McLaughlin presented the Financial Report for the period ending July 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, and the receipt of the second half of the County's 2022 contribution. 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 advised that the audit of PCEDA's 2021 financial records has been completed and a copy of the Audit Report was sent out in a separate email to all board members last month. Marti Roberts requested a motion to accept the audit report. Russ Hoover proposed a motion to accept the 2021 Audit Report as presented. Rich Pluta second the motion and the motion was approved by a voice vote without dissent.

Ms. McLaughlin advised that PCEDA received two invoices that will require board approval prior to being paid. The first invoice is for \$3000 to pay for the 2021 audit. The second invoice is for \$8418 from Mahan Rykel for the first installment of the Pattern Book. Rich Pluta proposed a motion to pay both invoices. Russ Hoover seconded the motion, and the motion was approved by a voice vote without dissent.

Chair Report:

Marti Roberts reported as follows:

- Dee Anderson and Ms. Roberts attended Blain Downtown Revitalization Group meeting the previous night. They heard comments about “people got tired of waiting for project to move along.” Kyleigh Spidle did a great job explaining the reasons for the slow start and acknowledged that it is important to get projects started. Ms. Roberts emphasized the importance of getting board members at these committee meetings to demonstrate our commitment to the program. She encouraged board members to pick a borough committee in their area that they will “adopt”. The schedule for the borough meetings was sent with the meeting packet earlier this week.
- Town Clean-Up events were cited as a good “ice breaker” to get the borough residents and revitalization committee member thinking about ways to improve the downtown areas. Distribution of façade program flyers to each business is another good starter project.
- Discussed potential grants to support the multimodal projects in the boroughs. Michelle Jones said that we will be meeting with the individual borough councils in the coming weeks to talk about these grants and encourage their participation. Having board members at these meetings with borough council would also be helpful. Brenda Watson talked about the “Reconnect” grant and the state is looking for counties to submit a substantial project for consideration.

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.

- Rich Pluta noted the PREP funding increase mentioned in Ms. Jones report.
- Rich Pluta asked if the Façade Improvement Project had been implemented. Ms. Jones advised that the guidelines and application documents are still under review at DCED, which she expects in the next week.
- Ms. Jones noted that the summer internship programs have ended and acknowledged all the help the interns provided in enhancing our public outreach. She is looking forward to the limited help that Iris Peters will be able to provide under the board approved part time work she will be providing in the coming months.
- The small business marketing sessions are slated to begin August 25th (three sessions over three months) and almost all 16 slots in the program have been filled.
- We are still looking for board members to help out with the information table at the Perry County Fair next week. A sign-up sheet is available.

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

None

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Adjourn:

Brenda Watson proposed a motion to adjourn the meeting, Patti McLaughlin seconded the motion, and it was approved by a voice vote without dissent at 9:51 AM.

Staff Report

- Façade application packet, committee is formed. Materials are ready and under review by DCED. I expect to have them back by the end of this week. We should be able to open the program by mid August. (Materials are attached). I will be setting up a committee meeting directly to determine our internal process.
- Marketing class update: 15/17 seats are claimed. The participants are all local small businesses—which is exactly what we wanted. We'll post another reminder to grab the last two spots. Dates are August 21, September 22 and October 27.
- Sign up sheet for fair. I sent this last week. We still have open spots, so please reserve your time slot. <https://ttsu.me/vyestm>
- NEA grant/art project update: jasmine Colbert, ED of the Perry County Council on the Arts recorded a presentation to explain this project to our core committees. We are showing it at the committee meetings and making it available in our private facebook borough groups.
- PREP grant money increase for 2023, from \$8844 to 10858
- The annual report has been submitted to the state, with the audit. We've also published the financial report in the local paper and submitted financials (at their request) to Pennian Bank.
- Looking for sign companies who can take wayfinding sign plan and start making signs including permitting, etc. Starting to compile list to start vetting process. I would welcome a committee to help review and analyze these.
- Initial inventories are completed. We are assigning the committee members to follow up with the properties that we didn't connect with at the first session.
- We have a contract signed and paid for with the PECOcareerready people, so now I'm awaiting the website to go live so we can start populating it with our local participants.
- #VeryPerryHoliday. We've been working with the Chamber to create a holiday promotion. We're still working on details but it will involve offering guidance on creating attractive storefront displays and then encouraging businesses to decorate for the holidays and place a "Carefully cultivated" placard in their windows. We would do a big media push to get shoppers to take photos with the store front and post to social media with #Veryperryholidays hashtag. Each hashtag is an entry to win donated door prizes. The store with the most mentions wins a marketing package from the chamber.

Upcoming projects

- Designing, purchasing "OPEN" flags and/or "welcome to xxx borough" banners/hardware for the towns.
- Go to borough council meetings with update, banner permission and multimodal project list (see attached for details). Will definitely request help with this.
- Working with Dee Anderson to create commercial property sheets and process for website.
- Find Storefront Design instructor for online seminar to kick off #VeryPerryHolidays

JULY STAFF REPORT

Date of meeting

Title Main Street Coordinator

Name Kyleigh Spidle

Announcements

- 6 of 9 borough Inventory Projects completed.
- Landisburg close to forming a committee – Main Street Meeting scheduled
- New Buffalo and Liverpool walkabouts completed- information gathered for both. Had conversations with community members. Contact information received and communicated for key community members who might be interested in Main Street Committee

Progression

- Outreach has been made in every community
- Ongoing steps of implementation for next suggested plans of execution.
- Ongoing social media ideas with Iris
- Handout materials created for public display
- All Inventory information being uploaded, sorted, and reported on with help of intern
- Working with Dave Unger on downtown maps for review purposes from Inventory project
- Inventory information being prepared for review with MS committee members- statistics, reports, cleanups.
- Meetings schedule for August- MS to discuss inventory clean-up, updates on projects (NEA Grant, PeCo Fair, Very Perry Holidays, façade grant, marketing series, and recruiting volunteers), and ideas for future projects
- Meet with DCED to review steps on becoming designated
- Completed virtual Main Street Building Codes workshop
- Brainstorming and researching ideas for small events for MS committee to start to implement.
- Researching ways to keep the volunteers engaged and excited

Brainstormed ways to implement planters/flower pots