

**Minutes of Board Meeting
September 8, 2022
Perry County Economic Development Authority
Perry County Business and Tourism Center
New Bloomfield, PA.**

Attendees: Rich Pluta, Marti Roberts, Russ Hoover, Dee Anderson, Patti McLaughlin, Kevin Fitzpatrick, John Gerner

Virtual participants: Frank Campbell, David Misner

Staff: Michelle Jones

Absent: None

Excused: Duane Hertzler, Brenda Watson

Visitors: None

Call to Order:

The September 8, 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 August 11, 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 Patti McLaughlin 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 August 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. Kevin Fitzpatrick 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.

Ms. McLaughlin advised that three bills have been presented for payment, \$2000 from Mahan Rykiel the final payment for development of the Pattern Book, \$9075.85 from Arnett Muldrow PJM as the first payment for work on the Wayfinding Plan out of a total contract value of \$30K (corrected to \$20,500), and \$8000 from Pearl Jade Marketing for the internet marketing training currently being offered out of a total contract of the \$16K. John Gerner proposed a motion to pay the three bills as presented. Kevin Fitzpatrick seconded the motion, and the motion was approved by a voice vote without dissent.

Chair Report:

Marti Roberts reported as follows:

- PCEDA will be working with the county's grant writer to prepare a Multi-modal funding grant request to PennDOT based on the list of improvements developed by each borough. A

conference call with the lead person at PennDOT for this program is scheduled to gather more detailed information on the program, the application process, project eligibilities, and the like. Part of the process will be getting letters of support from each of the boroughs for the application. New Bloomfield and Newport have already indicated their support for this effort. The application deadline is in late October and so we will need responses from the other boroughs before then. Board members are encouraged to attend upcoming borough council meetings to show support for this program. The project lists are fairly diverse, and we will not likely get funding for all of them in any one grant. It is likely that we will package similar work types (concrete, or trees, or crosswalk delineation, etc.) in each borough into one project to achieve better prices rather than going out for individual smaller contracts. We will also need technical support to develop and administer/oversee projects of this sort. This funding comes with a match requirement, and we are looking for other sources of funding to provide the matching funds. Kevin Fitzpatrick said that he understands the second half of ARPA funds will be released on the 9th of September. Reportedly, the eligibility limitations have been significantly loosened.

- Discussions with the Perry County Fair Board were put on hold while the Fair Board prepared and put on this year's event. Now, however, we need to continue moving the discussion of options for a pavilion building forward as quickly as possible to take advantage of the funding we have available for engineering studies. It was reported that the Fair Board recently set up a TFEC fund to start fundraising. Patti McLaughlin said attempt to get a spot on the agenda of the Fair Board's October meeting to continue our discussions with them on this project.
- The PCCA community art project we are helping to fund is getting enthusiastic support in the communities. PCCA's Executive Director had a video created to explain the project and a link to that video is in the staff report Kyleigh Spidle sent out.

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. She highlighted the following items:

- The Very Perry Holiday promotional effort has been approved by the Chamber of Commerce
- The Façade Improvement Grant information and applications have been posted on the PCEDA website.
- Over the next four weeks there will be quite a few important meetings/events with the boroughs (push for letters of support, fall clean-up days, committee meetings, etc.) and we need PCEDA board members to attend these sessions to show support for the revitalization project. In addition, there are four borough council meetings on September 12th (Marysville, New Bloomfield, Millerstown and Landisburg) and the staff cannot cover them all – please sign up to attend one of these sessions.
- The Army Corps of Engineers is looking for a lead coordinator agency for their flood risk assessment work in the county. They have contacted Ms. Jones regarding the possibility of PCEDA acting in that role and work to facilitate meetings with communities in the county. Rich Pluta expressed some concern about the potential for negative consequences as it relates to insurance costs and the like. Marti Roberts said she felt that we currently do not have the

time to focus on this with all the other things we have ahead of us in the coming year. She suggested that further discussion be deferred to next year.

- Ms. Jones advised that we currently have \$47K remaining in our marketing budget, with only \$16K programed for the internet marketing training project, leaving \$31K left to be spent. Ms. Jones proposed a project to provide “OPEN” flags for businesses in the county to display. Based on 125 businesses, this would cost about \$15K. In addition, Ms. Jones suggested PCEDA could use a table, table covers, a pop-up canopy and others miscellaneous items for display at community events. After some discussion, Patti McLaughlin proposed a motion to use the remaining marketing funds on flags, and promotional items. Rich Pluta seconded the motion, and the motion was approved by voice vote without dissent. Bills, if required by the bylaws, will be approved by board.
- The first meeting of the new school year of the school counselors’ group was held yesterday and the need for volunteers to help with their career education events was highlighted. One potential project discussed was for students at schools with greenhouses to plant and grow hanging baskets for display next summer in borough squares.

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

Adjourn:

The meeting was adjourned at 10:08 AM.

Director's report

Wayfinding: bill, plus UPDATE? Waiting to hear back from Tripp about their progress.

Bill for half of PJM marketing class. Marketing class was a hit. Many compliments. 5 no shows. Followed up with them and 3 are still in the fold (they have to watch the not-so-great quality video as punishment). Replaced the other two no-shows with eager participants (and shared the video)

Facade grant: Committee met to discuss procedures. Started releasing applications to borough committees to distribute.

PeCo Career ready, have login, but it's still buggy and we're working on it.

Meeting with Cumberland EDC, resulted in offer to do marketing and design work at discounted rate, tbh.

Façade package ready and on website.

VERY perry holidays ready and needs to be approved. Attached

Going to boroughs to get letter of support for multimodal grant and give newsletter full of updates. Attached.

Working on finding teacher for Storefront design class to kick off VerryPerryHolidays

Intending to design and price "OPEN" flags for 125-150 downtown stores to make use of the remaining branding grant money.

Scheduling Engage calls for next contract year.

It's been a busy month. We have many events coming up that need your help:

Belco credit union at Greenwood financial reality fair	Thursday, October 20 at 8
West Perry mock interviews	Wednesday, October 5th
West Perry mock interviews	Friday, March 3rd.
Belco at West perry, financial reality fair	Friday, November 18th, 8-3

AUGUST STAFF REPORT

Date of meeting

Title Main Street Coordinator

Name Kyleigh Spidle

Announcements

- Completed final part of manager training through PDC
- Continued educated series/ seminars with PDC
- Landisburg now has an established MS committee; New Buffalo and Liverpool we are still working to develop. Have reached out to several leads.
- 7 committee meetings now scheduled for monthly reoccurrence.

Progression

- Perry County Fair booth presence was successful. Did have three new committee members sign up.
- Inventories almost fully complete. Clean ups taking place to get the remaining businesses. Inputting data into downtown diva for stats.
- Promoting "Very Perry Holidays" to all committee members.
- Promoting all grants to committee members to encourage discussions to their downtown businesses (multimodal, façade, marketing, NEA)
- Encouraging/ educating committee members to promote Main Street within their community.
- Community Clean Up days (pulling weeds and picking up debris) being scheduled in 7 boroughs.
- Preparing for some boroughs to have a booth presence at their local events.
- Made contact with all 9 borough councils to request to be on their agenda to provide updates regarding Main Street
- Meetings with borough maintenance managers being scheduled to discuss future projects
- Created spreadsheets for reporting data to PDC as they work out instructions for us to report to them since we will be reporting on all 9 boroughs.
- Updated Master Contact list to reflect main street committee members, meeting reoccurrences, borough information, etc.
- Researching/ reviewing different main street events, programs, education series, etc.

- Brainstorming Perry Hometowns Committee
- Preparing for next month meetings and agendas for main street committees.