

Minutes of Board Meeting
January 8, 2026
Perry County Economic Development Authority
Perry County Business and Tourism Center
New Bloomfield, PA.

Attendees: Marti Roberts, Rich Pluta, Scott Fritz, Frank Campbell, Ed Barben, Scott Dunkleberger

Virtual participants: Patti McLaughlin

Staff: Taira Little and Jasmine Colbert

Absent:

Resigned:

Excused: Dee Anderson

Visitor: Jason Finnerty

Public Comment: No public comment

Call to order at 8:30 AM

Call for Reorganization

A motion was made by Patti McLaughlin and seconded by Scott Dunkleberger for the reorganization of the board as follows:

President – Marti Roberts

Vice President – Rich Pluta

Treasurer – Ed Barben

Secretary – Dee Anderson

Patti McLaughlin will serve as co-treasurer and co-secretary.

The meeting adjourned at 8:31 AM.

Call to order at 8:32 AM

Tri-County report: Tri-County supplied by Jason Finnerty. Jason also added that Northeast Madison Township has signed on to Picture Perry.

Secretary's Report:

Marti Roberts presented the minutes of PCEDA's meeting from November 2025, which had been distributed to all board members in advance of today's meeting. There was a motion to approve the secretary's report by Scott Dunkleberger, and Rich Pluta seconded the motion. Ed Barben asked the minutes be corrected to reflect he was absent at that meeting.

The motion was approved by a voice vote without dissent.

Treasurer's Report:

- Ed Barben presented the treasurer's report and the five year budget was reviewed. There was a motion made by Rich Pluta to approve the treasurer's report and accept the budget, Patti McLaughlin seconded the motion. Motion to approve carried.

- Rich stated the first invoice for 50% of the funds budgeted to us by the county should be sent to the county for processing with the second invoice sent in July.

Chair Report:

Marti Roberts reported as follows:

- A grant meeting was held to discuss the use of funds and changes to some of the grants.
- A meeting was held with the engineer doing the feasibility study for the Sports Complex. After conferring with the group seeking to build the complex, we asked the engineer to include field hockey in the report and finalize it.
- The fairgrounds project is moving along. We do need to get the fair board more involved moving forward.

Staff Report: Taira Little presented the staff report which is attached to these minutes. Taira provided quotes for social media marketing for 2026 from Centre Publications and Webdrafter.com, and she stated a third request to Pavone had gone unanswered. A motion was made by Rich Pluta to approve the quote from Centre Publications, and seconded by Frank Campbell. The motion carried.

Main Street Coordinator Report: Jasmine Colbert presented the MSC report which is attached to these minutes.

Discussion was had by the board regarding a cap on the Roads and Streets grant.

Old Business: Frank Campbell is working with the county solicitor, Bill Bunt, to move forward with the TPA.

The Perry County Economic Alliance received 501c3 designation from the IRS.

The Perry County America 250 kickoff event is scheduled for January 21st at the courthouse.

New business: Ed Barben stated the Eagle Scouts of Duncannon are looking to do projects in New Buffalo. He has spoken with the scout leader and will be attending a borough meeting with one of the Eagle Scouts to discuss his project.

Patti McLaughlin provided grant information from T-Mobile. Frank stated PP&L and Norfolk Southern also offer grants.

The meeting adjourned at 10:01 AM. A motion was made by Ed Barben, and seconded by Marti Roberts. All approved.

1.8.26 PCEDA Office Administrator Report

Grants

Reimbursement requests were sent to DCED and awaiting approval for:

DCED 3 (81872) \$26,600.57

DCED 5 (87931) \$18,881.84

To utilize some of the Marketing & Promotion funds available in a couple of the grants, I requested quotes for social media from Pavone, Centre Publications, and Webdrafter.com. I am also searching for companies in PA similar to Getaways on Display to display the Discover Perry County Guide and other tourist type materials.

Education/Workforce Development

West Perry is seeking volunteers for their STEM Summit through Junior Achievement on February 27th from 8 AM – 2 PM.

April 14th is the PeCo Career Fair. Volunteers to help with set-up on the 13th at 3 PM, check-in on the 14th from 7 – 8 AM, and teardown at 11:30 AM.

PTO

March 9-13, &16

Main Street Coordinator Updates – January 2026

Prepared by: Jasmine Colbert

Summary

During this reporting period, work focused on program coordination, data management, public improvements, and ambassador engagement. I met with Lindsay H. to discuss Agri-Food priorities and with Shelby P. regarding sculpture plantings, and I continued ambassador support through a January newsletter draft, a holiday email, and a message to reconnect with borough-specific Main Street volunteers. I proofed the countywide business survey, began a database of food industry businesses, advanced reinvestment reporting, organized borough public improvement statistics, and updated both the municipal contact sheet and the property and business inventory sheet. I reviewed board meeting materials, participated in the monthly board meeting, and managed scheduling across committees and partners. Public improvement tasks included coordinating yard sign corrections, reviewing updated designs from the printer, following up on public art bid requests in New Bloomfield and Marysville, requesting an estimate for plantings around the Huckleberry Blossom base, and supplying details for sculpture landscaping. I also prepared social media posts, proofed the Perry County Business Welcome Sheet, developed the TPA fact sheet, and drafted the 2026 Ambassador Touchpoint and Engagement Schedules while aligning upcoming tasks with the Main Street 2026–2030 plan. Additional work included preparing materials for workgroups, setting up a wayfinding meeting with PennDOT/TODS, researching nonprofit offerings and façade reimbursement amounts, and completing outreach preparation for Main Street and PCEA communications. PTO was taken during this period along with routine administrative tasks such as health insurance and file organization.

Program & Project Updates

Initiative/Project	Status	Milestones Achieved	Upcoming Goals/Actions
Main Street Self-Assessment thru NMSCA	URGENT Due 2/13/2026	Info shared with board	Answer questions as a board.
Public Art Installation- Blain, Marysville, Millerstown	In Progress	Feedback received from Blain site.	Sculpture landscaping bids requested until 1/15/2026. Much difficulty getting quote for Marysville install. Revisiting Millerstown art in Jan. Additional updates are available upon request.
Façade Improvements	Pending	Application materials prepared.	Waiting for DCED approval for use of funds.
Wayfinding Roads/streets	Pending In Progress	Outreached to Liverpool, Blain.	1/15 meeting with PennDOT/TODS. Prepare application materials like façade app. Align with borough planned improvements.

Community Engagement & Outreach

Website engagement - December activity shows high-value content such as Hometowns, Bells Across PA, and municipal information continues to outperform other sections of the site, drawing longer engagement times and repeat views. In contrast, event listings and resource pages remain under-utilized, suggesting that visitors either struggle to find what they need or do not perceive these sections as valuable. Strengthening these weaker areas—through clearer navigation, refreshed content, or more direct linking from high-traffic pages—will help balance engagement across the site and support a more consistent user experience.

Month	Year	Hits/Events	Page Views	Active Users
Sep	2025	1,330	427	223
Oct	2025	504	346	498
Nov	2025	635	954	555
Dec	2025	2,766	904	527

Social – created shop local posts and monitored borough main street pages for reposting.

Annual Report – outlining document to introduce PCEA, PCEDA efforts, Main Street projects, financials and reinvestment statistics.

Ambassador Engagement - Created 2026 calendar of Main Street ambassador communications/ touchpoints.

Challenges & Opportunities

- A new requirement for all DCED designated communities is to complete **Main Street America’s Accreditation Self-Assessment by 2/13/2026**. We must maintain a current membership with the National Main Street Center (NMSC) at \$375. There are many reflective questions that will take time to consider. (see attached)
- Reinvestment Reporting for DCED/PDC is underway. Each borough secretary has been asked to provide a list of 2025 public improvement projects and their associated costs. 6 of the 9 boroughs have provided a response—waiting on Duncannon, Newport and New Bloomfield. It’s valuable information, and their reports may be used to inform the proposed distribution of our financial resources available for granting. I am also seeking information for net gains/losses in borough housing units—does the county hold this info or should I approach the Perry Housing Partnership?
- Meeting scheduled for January 15 at PA Tourism Signing Trust in Harrisburg to gain clarity about PCEDA’s next steps toward fine tuning and activating our wayfinding plan. If we require a county-wide signing district, what do we need to do to accomplish this? Should current funds first be put toward this endeavor? Are there other types of wayfinding not conflicting with PennDOT state roads that we could pursue in the meantime?
- Regional Alignment – PCEDA has received invitation to join an Advisory Committee for Allegheny Ridge Heritage Area/Management Action Plan Update. (see attachment)

Coordinator Training

- 2/23/2026 – **PDC Downtown 101 Training** from 10 a.m. – 4 p.m. in Harrisburg.
- 2/24/2026 – **PDC Winter Manager’s Meeting** – This Manager’s Meeting will be hosted in Harrisburg. Breakfast and snacks will be provided; lunch will be on your own with a local recommendations list. The snow date for this Manager’s Meeting is March 3rd, 2026, and will only happen if the state declares a statewide snow day. There will be no makeup

meetings. (Ed Barben is interested in attending – I'll sign him up once available.)

<https://padowntown.app.neoncrm.com/np/clients/padowntown/event.jsp?event=3149>

- Encouraging Board & Ambassador participation in **PDC's Spring Training Cohort 2026** beginning February 18.
- 3/20/2026 - **Regional Rural Active Transportation Workshop - Safe Roads Central PA** – Milton, PA. (Will encourage Ambassador participation.)
- 6/28-7/1/2026 - **2026 PDC Statewide Revitalization Conference** - Bayfront Convention Center, Erie, PA.