

**Minutes of Board Meeting**  
**March 12, 2026**  
**Nonofficial as there was no quorum**  
**Perry County Economic Development Authority**  
**Perry County Business and Tourism Center**  
**New Bloomfield, PA.**

**Attendees:** Ed Barben, Scott Dunkleberger, Martha Roberts, Dee Anderson

**Virtual participants:**

**Staff:** Jasmine Colbert

**Absent:** Taira Little, Scott Fritz, Rich Pluta, Frank Campbell, Patti McLaughlin

**Resigned:**

**Visitor:** Jason Finnerty

**Public Comment:** No public comment

**Call to order at 8:31 am**

**Tri-County report:** Tri-County report supplied by Jason Finnerty.

**Secretary's Report:**

Dee Anderson presented the minutes of PCEDA's meeting on February 12, 2026, which had been distributed to all board members in advance of today's meeting.

**Treasurer's Report:**

- Ed Barben presented the treasure's report from February. Normal overhead and payroll expenses for the month. Fee Consultation fee to the Lapin/ Pano Group for \$5000.00.

**Chair Report:**

- Fairgrounds: update met with the fair board as they called a special meeting. We are heading in the right direction to hire and fund the engineering which will be completed by Livic Civil.
- Fair capital campaign is moving forward in a positive direction.

**Staff Report:** Staff report which is attached to these minutes.

**Main Street Coordinator Report:** Jasmine Colbert presented the MSC report which is attached to these minutes. We are moving forward with a new façade grant program for 2026.

**Old Business:** None

**New business:**

Meeting adjourned at 10:10

## March 2026 PCEDA Office Administrator Report

### **GRANTS**

#### *Reimbursement requests were sent to DCED and awaiting approval for:*

DCED 3 (81872) \$16,373.21 was deposited into our account on March. DCED requested additional information on 3 of the properties submitted, and it was provided for the balance of \$10,227.36 on February 11.

DCED 5 (87931) reimbursement request for \$18,881.84 was submitted on December 8. I provided additional information requested by DCED on February 13.

LSA (92602) submitted reimbursement request for \$15,750 on February 23 for the sports complex feasibility study, with additional requested information on February 27. As of March 5, I was notified it was with the directors for final review.

#### *Community Walkways:*

Grant applications are open and being accepted through May 15. We have received one from Liverpool, and Duncannon has expressed an interest.

#### *Façade:*

Grant applications are open and being accepted through June 15. Please note we have had a couple small businesses outside the downtowns reaching out about grants for improvements at their businesses. This may be something to look further into for the future.

#### *Marketing & Promotion:*

Discover Perry County guides were delivered to Getaways on Display for free distribution to the 14 PA Welcome Centers. Information on the organization and quotes for distribution at the turnpike plazas was sent to the board via email on 2/24. (Refer to information provided)

#### *Wayfinding:*

County App – I have had demos with App My Community, Simple View, and Visit Widget. (See information provided on each previously). I am recommending App My Community as this one allows us to designate a downtown business with a Main Street Borough logo.

#### *ENGAGE/PREP:*

I attended training calls with Melissa and Jamal from the Harrisburg Regional Chamber/CREDC on 2/26. They accompanied me for calls in the county on 3/2 & 3/6. All ENGAGE calls must be completed by June 30<sup>th</sup>.

We have a training seminar with the SBDC scheduled for 4/22 on Digital Marketing Tools for Small Business with 1:1 consultation offered after the seminar. This will count towards PREP. I am also working to schedule two other seminars/trainings to meet our PREP goals for this fiscal year.

### **CONFERENCES**

I registered for the PEDDA Spring Conference on April 27-29 at the Harrisburg Hilton.

### **EDUCATION/WORKFORCE DEVELOPMENT**

I volunteered at the STEM Summit through Junior Achievement on February 27<sup>th</sup> at West Perry. The students were engaged and the program was well executed.

March 31<sup>st</sup> is the Belco Community Credit Union Reality Fair at Newport HS. Volunteers are needed as this event was rescheduled due to weather.

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

### **MISCELLANEOUS**

***Statement of Financial Interest forms need to be completed and returned to me by April 1, 2026. I still need forms from Dee Anderson, Scott Fritz, and Patti McLaughlin.***

Herring, Roll & Solomon, P.C. will be providing an engage letter for their auditing services for 2025.

### **UPCOMING EVENTS**

March 24 – Chamber Businesswomen’s Luncheon hosted by The Andersonburg Place with People’s Provisions

April 24 – Chamber Annual Dinner at Little Buffalo

### **PTO**

March 9-13, &16 – *See you after vacation!*

# Main Street Coordinator Updates – March 2026

Prepared by: Jasmine Colbert

## Summary

I focused February on reinvestment reporting, ambassador support, program development, and regional coordination. I sent final requests for 2025 public improvement data to Newport and Duncannon to complete reporting, and I reviewed borough event reimbursement materials, created a quick template for future Google Analytics reporting, and researched PennDOT right of way considerations and next steps for a potential recreation trail along the Juniata River. I supported ambassadors in Blain, Duncannon, Liverpool, and Landisburg with funding opportunities, wayfinding information, pedestrian safety resources, and program referrals. I also provided feedback to Allegheny Ridge Corporation, reviewed their heritage survey, and shared related materials.

I advanced the façade improvement program by updating guidelines, refining the application, proofing the press release and drafting the ambassador email, uploading materials to the website, and creating a property owner referral letter. I drafted and finalized the March ambassador newsletter, promoted Match Madness, and continued event and resource collection. I completed the Townie Award nomination for Liverpool Main Street and secured letters of support from Liverpool Borough, the commissioners and Senator Rothman. I attended the TPA planning meeting, the winter managers meeting, and the PennDOT/TODS wayfinding meeting, and continued outreach on active transportation. Additional tasks included website updates, TechSoup registration, antivirus installation, laptop repair, review of nonprofit Canva resources, board coordination, and scheduling around vacation time.

## Program & Project Updates

Initiative/Project	Status	Milestones Achieved	Upcoming Goals/Actions
Main Street Matters Designation	Approved	5-year designation runs 3/1/2026-3/31/2031	Prioritize and reinforce the transformation strategies. Complete perception survey by 8/31. Finalize contract and request first draw.
Public Art Installation- <b>Blain, Marysville, Millerstown</b>	In Progress	Bids received for New Bloomfield plantings and Marysville mural installation.	Schedule a project workgroup session. Select bid for New Bloomfield plantings and secure county approval. Select bid for Marysville mural installation.
Event Support	Active	Reimbursement forms posted publicly.	Encourage and support those wishing to submit reimbursement. Share extended date.
Community Walkways - Roads/streets	Application Round Open 2/1-5/15	Received first application from Liverpool	
Façade Improvements	Application Round	Listed on website and shared with ambassadors/boroughs.	Gather recommendations from ambassadors.

	Open 3/1-6/15		
Wayfinding	Active	2/25 meeting at 11 a.m. with PennDOT/TODS	Landisburg Lions Park location sign.
Main Street Clean-Ups	Active	Shared details of KPCB partnership.	Connect ambassadors to Farren.

**Community Engagement & Outreach** – does the county have access to local newspaper copies?

**Website engagement** – In February 2026, resource-heavy pages drew the deepest engagement. Grant Support saw 77 views with 43 seconds of average engagement, and Perry County Hometowns showed similarly strong interest with 2.48 views per user and 44 seconds of engagement. Routine information pages such as Board Members, Municipalities and Contacts, and Contact Us continued to support regular inquiries. The Available Properties page drew 42 views, reflecting ongoing interest from prospective businesses or partners.

Month	Year	Hits/Events	Page Views	Active Users
Jan	2026	4,168	1,511	735
Feb	2026	3,652	1,365	659

**Social** – shared active grant programs

#### Ambassador Engagement

- Drafted nomination for Liverpool Main Street/Perry County Hometowns for a PDC Townie Award – due March 27.
- Conducted 1:1 ambassador meetings.
- Planning March 19 (6-8 p.m.) **Downtown 101 Workshop** with PDC’s Bill Arrowood leading – ambassadors and PCEDA/PCEA board members are encouraged to attend as it tends to

#### Challenges & Opportunities

- To facilitate a countywide wayfinding plan, it was suggested that county could create a sign maintenance fund to support municipalities if they are expected to become signing districts. Further discussions could be held with the Commissioners to determine if this is what is truly desired. In the interim, downtown wayfinding will likely include a mixture of pedestrian signs, TODS signs leading to Main Street and destination signage in the downtown footprints such as the Landisburg Lions Park sign.

#### Coordinator Training

- 2/23/2026 – **NAP Workshop** is being rescheduled due to the weather. I will share the new date once available.
- 2/24/2026 – **PDC Winter Manager’s Meeting** – Jasmine, Ed and ambassador Jessica Grindle attended.
- **Mark your calendars: 3/19 – Downtown 101 from 6 – 8 p.m. at PCEDA or location suitable to RSVP – Focused organizational training for PCEDA/PCEA board and ambassadors.**
- 3/20/2026 - **Regional Rural Active Transportation Workshop - Safe Roads Central PA** – Milton, PA. (Open to Ambassadors-shared with Liverpool Main Street’s Marty Roland).
- 6/28-7/1/2026 - **2026 PDC Statewide Revitalization Conference** - Bayfront Convention Center, Erie, PA. Includes my final Safe, Clean & Green training on June 28! (Jasmine must attend.)