

Minutes of Board Meeting
April 9, 2026
Perry County Economic Development Authority
Perry County Business and Tourism Center
New Bloomfield, PA.

Attendees: Rich Pluta, Brenda Watson, Scott Fritz, Dee Anderson, Martha Roberts, Ed Barben, Scott Dunklberger, Frank Campbell

Virtual participants:

Staff: Taira Little and Jasmine Colbert

Absent: Patti McLaughlin

Resigned:

Excused:

Visitor:

Public Comment: None

Call to order at 8:28 am

Tri-County report: Tri-County report is attached to the minutes supplied by Jason Finnerty.

Secretary's Report:

Dee Anderson presented the minutes of PCEDA's meeting on March 14, 2026, which had been distributed to all board members in advance of today's meeting. A correction of Patti McLaughlin's name needs to be corrected. There was a motion to approve the secretary's report by Rich Pluta, and Ed Barben seconded the motion.

The motion was approved by a voice vote without dissent.

Treasurer's Report:

Ed Barben presented the treasure's report. Normal overhead and payroll expenses for the month. There was a motion to approve the treasures' report by Frank Campbell, and Dee Anderson seconded the motion.

The motion was approved by a voice vote without dissent.

- **Chair Report:**
- Change Pennian account to a money market which has an interest rate of 1.48%.
- Fair Project: Discussion about where we are with the civil engineering, fair board and capital campaign. The engineering is moving forward with the survey being done currently, the fair board has a committee they have gathered to discuss the bills, design, and other issues regarding the development of the fairgrounds
- Main Street Matters advocacy day, legislature meeting and speakers April 21 meet and greet with legislatures 8:30-10:00 am, 10:30-11:30 press event.

Staff Report: Taira Little presented the staff report which is attached to these minutes.

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

Old Business: Rich Pluta brought to the boards attention that Rye Township has started issuing passports. The government has decided that only government facilities can issue passports. We discussed issuing passports at the EDA/Chamber office to generate dollars.

Frank Campbell was successful in removing Perry County from the Cumberland County TPA, and has successfully received positive feedback for 80.84% of the municipalities to move forward with Perry County's own TPA. Most municipalities have approved the new TPA tax on hotels, B&B's, and any other short-term rentals in the county, but two of the municipalities are a hard "No".

New business: Discussion about the growing concern of some very few citizens that the county is giving money to the EDA while operating in a deficit.

Career Link has a paid intern for the summer at \$17.00 an hour for a 30-hour week. The intern will start the end of May and will work until mid-August.

Motion to adjourn was made by Ed Barben, and Rich Pluta seconded the motion, and the motion carried. It was approved without dissent at 10:20.

April 2026 PCEDA Office Administrator Report

GRANTS

Reimbursement requests were sent to DCED and awaiting approval for:

DCED 3 (81872) the reimbursement of \$10,227.36 submitted on February 11 is still processing through DCED.

DCED 5 (87931) reimbursement request for \$18,881.84 was submitted on December 8, and the reimbursement was received on March 23.

LSA (92602) submitted reimbursement request for \$15,750 on February 23 for the sports complex feasibility study. Reimbursement was received on March 19.

Community Walkways:

Grant applications are open and being accepted through May 15. Liverpool's application has been approved. We have received applications from Ferster's Meat Market and Landisburg Borough.

Façade:

Grant applications are open and being accepted through June 15. We have received applications from Total Look Salon and Grove Financial (Chaz Sheaffer).

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 have submitted a payment request on March 31 to CREDC for the four ENGAGE calls I have completed so far for the amount of \$3,200.

CONFERENCES

I am attending the PEDA Spring Conference on April 28-29 at the Harrisburg Hilton.

EDUCATION/WORKFORCE DEVELOPMENT

March 31st. I volunteered at the Belco Community Credit Union Reality Fair at Newport HS.

April 14th is the PeCo Career Fair. There are 46 businesses registered to be in attendance. 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.

MISCELLANEOUS

Statement of Financial Interest forms need to be completed and returned to me. I still need forms from Patti McLaughlin.

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

UPCOMING EVENTS

April 22 – Digital Marketing for Small Businesses Seminar by SBDC

April 24 – Chamber Annual Dinner at Little Buffalo

Main Street Coordinator Updates – April 2026

Prepared by: Jasmine Colbert

Summary

In March, I concentrated on Main Street coordination, ambassador engagement, and design and façade program support. Key efforts included advancing the Design Project Workgroup, sharing updated contractor lists, and managing multiple façade-related inquiries and estimate follow-ups. I coordinated the scheduling/cancellation of the March 19 Ambassador Workshop, notified registrants, and handled muralist contract changes in Blain and Marysville. I continued ambassador outreach—including Newport business listing updates, reporting preferences, scheduling 1:1s and the quarterly ambassador newsletter—and shared grant resources, eligibility clarifications, and Community Walkways information. Additional work included participating in regional planning meetings, developing a façade recruitment campaign, drafting the renewed designation press release, gathering Discovery Map information, compiling volunteer contacts, and supporting ongoing vendor, board, and communications needs.

Transformation Strategies – per new Main Street Matters designation

1. Strengthen downtown connections to trails, parks and open spaces.
2. Enhance everyday and family-friendly use of downtowns.
3. Strengthen local food as a downtown economic driver.

Program & Project Updates

TS	Initiative/Project	Status	Milestones Achieved	Upcoming Goals/Actions
1	Public Art Installation- Blain, Marysville, Millerstown	In Progress	Workgroup formed. Marysville installer selected and notified. New Bloomfield landscaper notified.	Contract new Blain muralist. ID Millerstown art project.
2	Event Support	Active	Reimbursement forms posted publicly.	Encourage and support those wishing to submit reimbursement. Share extended date.
1	Community Walkways - Roads/streets	Application Round Open 2/1-5/15	Approved first application from Liverpool.	Connect with Millerstown to gauge plans. Application review ongoing.
2	Façade Improvements	Application Round Open 3/1-6/15	Created a façade social campaign.	Gather recommendations from ambassadors. PCEDA team generating own leads. Application review ongoing.
1	Wayfinding	Active		Landisburg Lions Park location sign, Blain gateway sign.
1, 2	Main Street Clean-Ups	Active	Connected Duncannon and Millerstown cleanups to Farren at KPCB.	Continue to make borough cleanup connections to KPCB. Collect available reporting information.

Community Engagement, Outreach & Social – shared Allegheny Heritage Area survey, and created façade business recruitment social campaign for April/May.

Website engagement – In March 2026 (Mar 1–Mar 31), the Perry County EDA website recorded **613 active users, 1,465 page views, and 3,688 total events**, with the homepage leading traffic at 422 views (336 active users) and other top pages including **Municipalities and Contact Information** (91 views), **Board Members** (75), and **Perry County Hometowns** (64).

Month	Year	Hits/Events	Page Views	Active Users
Jan	2026	4,168	1,511	735
Feb	2026	3,652	1,365	659
Mar	2026	3,688	1,465	613

Ambassador Engagement

- Submitted nomination for Liverpool Main Street/Perry County Hometowns for a PDC Townie Award.
- Conducted 1:1 ambassador meetings.
- Quarterly ambassador reports are due April 13. Submissions will be used for our designation’s annually required reinvestment reporting.
- Planning April 17 **Ambassador Meeting** – This meeting is intended to introduce the renewed Main Street Matters designation, review the transformation strategies in the 2026-2030 plan, discuss how boroughs may use those strategies to shape future local workplans, and gather input from Ambassadors on opportunities, challenges, and priorities. This meeting is for Main Street ambassadors and/or borough leaders.
- Main Street Advocacy Day is April 21 in Harrisburg.
- Ambassadors will be asked to share the newly revised Perry County Borough perception survey.

Challenges & Opportunities

- Ambassador engagement and consistent communication—often requires direct communication with the borough manager, board representative, etc.

Coordinator Training

- 3/30/2026 – **Downtown 101** – Harrisburg, PA. Jasmine attended required training at PDC.
- 3/31/2026 – **Main Street Advocacy Best Practices**. Jasmine attended free virtual webinar.
- 4/20/2026 – **NAP Workshop** 9:30-3:30 at Keystone Building in Harrisburg. Rich and Jasmine will attend.
- 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.)