

**Minutes of Board Meeting  
June 11, 2026  
Perry County Economic Development Authority  
Perry County Business and Tourism Center  
New Bloomfield, PA.**

**Attendees:** Rich Pluta, Scott Fritz, Patti McLaughlin, Martha Roberts, Ed Barben, Scott Dunkelberger, Frank Campbell

**Virtual participants:**

**Staff:** Taira Little, Jasmine Colbert

**Absent:**

**Resigned:**

**Excused:** Dee Anderson

**Visitor:** Jason Finnerty, Bill Lyons

**Public Comment:** None

**Call to order at 8:27 am**

**Tri-County report:** Jason Finnerty provided an update. There have been 51 plans for lots and subdivisions submitted year to date, significantly less than 2025.

**Secretary's Report:**

Martha Roberts presented the minutes of PCEDA's meeting on May 14, 2026, 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 Rich Pluta, and Ed Barben seconded the motion.

The motion was approved by a voice vote without dissent.

Martha informed the board that Dee Anderson may be leaving the county, but a final decision had not been made. She asked the board to consider possible candidates for the board should the need arise.

**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 treasurer's report by Patti McLaughlin, and Scott Fritz seconded the motion.

The motion was approved by a voice vote without dissent.

The board discussed providing a loan to the Perry County Economic Alliance to open money market accounts at Pennian Bank for the Alliance and Fairgrounds Campaign project. Ed Barben made a motion to loan the PCEA \$2,000 to fund the start up of the new accounts with the agreement the PCEA would pay back the funds by June 30, 2027. This was seconded by Patti McLaughlin.

The motion was approved by a voice vote without dissent.

The invoice for Livic Civil for engineering costs at the fairgrounds was reviewed. Ed Barben made a motion to approve the transfer of \$10,496.25 to the Perry County Economic Alliance to process the payment. Patti McLaughlin seconded the motion. It was noted the other half of the invoice would be paid by the Perry County Fair Association. The motion was approved by a voice vote without dissent.

**Chair Report:**

- Discussion on the Watts Data Center and review of the information and draft website provided by Rowan Digital Infrastructure.
- Fair Project: The donor list was discussed. Taira Little will share the list with Scott Fritz and Patti McLaughlin per their request.
- Discussions about the Lapin Group campaign funding and the lack of marketing done at this point.

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

Taira Little asked the board for guidance on lodging and meal coverage for conferences the staff will attend. Patti McLaughlin made a motion that lodging would cover a four-night stay and meals would be at the state's per diem rate. Ed Barben seconded the motion. The motion was approved by a voice vote without dissent.

Taira Little asked the board for approval to purchase new laptop for the summer intern to use during her time of employment, with the laptop then being used for other upcoming projects. Rich Pluta made a motion to purchase a new laptop up to \$1,000. Scott Dunkleberger seconded the motion. The motion was approved by a voice vote without dissent.

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

**Old Business:** Still working on the possibility of the EDA office doing passports. We are waiting for the Department of State to make their determination.

**New business:** No new business to discuss.

Motion to adjourn was made by Ed Barben, and Rich Pluta seconded the motion, and the motion carried. It was approved without dissent at 10:28 AM.

## June 2026 PCEDA Office Administrator Report

### **GRANTS**

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

DCED 3 (81872) the reimbursement of **\$19,078.61** submitted on 5/14/26.

DCED 5 (87931) the reimbursement of **\$4,840.00** was submitted on 5/5/26.

*Reimbursement received from DCED:*

Main Street Matters (97848) reimbursement for \$75,000 was received May 28. The next reimbursement submission will happen on April 1, 2027.

*Community Walkways:*

We have received applications from:

Liverpool Borough - approved

Ferster's Meat Market - approved

Landisburg Borough - approved

King's Fitness – approved

Marysville Borough

*Façade:*

Grant applications are open and being accepted through June 15. We have received applications from:

Total Look Salon – approved

Grove Financial (Chaz Sheaffer) – approved

Ferster's Meat Market - approved

Annette Mullen - denied

Mike Hartley – awaiting additional quotes

County of Perry

Mike McNaughton

Orrstown Bank (2)

Farmer's Daughters Café

Stoop's Barber Shop

St. Paul's Lutheran Church

Alpha Studios

Robert Speaker

Wayfinding:

County App – We have begun gathering business information provided by the 9 boroughs and the Chamber member list. Items to be determined as soon as possible:

App name – Explore Perry

App categories – Explore, Eat & Drink, Shop Local, Stay Overnight, Events, Community Info

ENGAGE/PREP:

Awaiting reimbursement: 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.

The remaining ENGAGE calls for the 2025/2026 year have been completed as of 5/29/26, and the payment request is being finalized for submission. I met with H&H Precision Wire, Heller's Hardware, Willow & Wildfire, and Chicano Sol.

AI for Small Businesses Seminar with SBDC scheduled for Monday, June 29 from 8:30 – 10 AM in the community room at UPMC in Newport.

I will be attending a PREP workshop with the Harrisburg Regional Chamber/CREDC on July 21 – 22 at DCED.

## **EDUCATION/WORKFORCE DEVELOPMENT**

Nothing at this time.

## **FOR DISCUSSION**

Lodging and meal coverage for conferences.

- The standard per diem rate is \$178 per day which is \$110 for lodging and \$68 for meals and incidental expenses (\$16 breakfast, \$19 lunch, \$28 dinner). This is the GSA rate.
- Current Expense Reimbursement Protocol does not have an established amount, just states all expenses must be pre-approved.

## **MISCELLANEOUS**

Working with Herring, Roll & Solomon, P.C. for the 2025 audit.

Jasmine and I attended Perry County Ag Day on May 18.

I have been invited to participate on SEDA-COG's Comprehensive Development Strategy (CEDS) Planning Committee. First meeting is on June 23 in Lewisburg. There will be two in person and two virtual meetings per year.

## **UPCOMING EVENTS**

August 18-22 – Perry County Fair

# Main Street Coordinator Updates – June 2026

Prepared by: Jasmine Colbert

## Summary

In May, I moved a wide range of Main Street, public art, and community development projects forward across Perry County. I supported the façade program through signage design, application assistance, follow-ups, and meetings with property owners, while also coordinating public art planning, muralist outreach, approvals, and partner conversations in Blain, Marysville, and Millerstown. I advanced the perception survey rollout by preparing correspondence, updating the website, distributing hard copies, promoting the survey, drafting press materials, and checking the paper and digital versions for consistency. Throughout the month, I created and scheduled social media posts, drafted the June ambassador newsletter, drafted volunteer engagement messaging, and provided ongoing ambassador support through 1:1 meetings, resource sharing, and borough-specific updates. I continued wayfinding outreach and design exploration with FastSigns, supported community walkways inquiries, prepared for and recapped Ag Day, and participated in Picture Perry sessions. I also explored fundraising mechanisms for PCEA, coordinated Townie Award notifications and ticketing for Liverpool representatives, submitted permits and orders, responded to borough event reimbursement inquiries, and drafted strategic materials including the proposed Newport Creative District narrative.

## 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- <b>Blain, Marysville, Millerstown</b> | In Progress                     | Marysville redesign out for review.<br>Blain mural awaiting Hershey proposal.              | Advance Millerstown trail and ability to use/promote. Begin trail marketing project as remaining installations are finalized.                     |
| 2  | Event Support                                                  | Active                          | Submissions received from Landisburg, Duncannon. Inquiries from Newport, Blain, Liverpool. | Consider extending to organizations.                                                                                                              |
| 2  | Façade Improvements                                            | Application Round Open 3/1-6/15 | Hometowns signs shared with approved applicants.                                           | Post deadline plan of attack needed. Work on ways to identify/remove barriers to participation. Identify key target areas to concentrate efforts. |
| 1  | Wayfinding                                                     | Active                          | Met with FastSigns to discuss sign design and fabrication.                                 | Landisburg Lions Park location sign, Blain gateway sign, Hawk Rock sign, Blain banners.                                                           |

**Community Engagement, Outreach & Social** – Perception survey extended per PDC/DCED request to June 24, 2026. Encouraged to use events as a pathway to gaining increased responses.

**Website engagement** – May’s analytics show that the PCEDA website continues to function as an active information hub, with 838 people using the site and generating 1,557 page views. The high number of first-time visits indicates that new users are consistently finding the site, while engagement actions—scrolling, clicking, downloading files, and submitting forms—show that visitors aren’t just browsing but actively using the resources available.

| 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          |
| Apr   | 2026 | 3,294       | 1,263      | 572          |
| May   | 2026 | 4,272       | 1,557      | 838          |

Facebook followers – 1,130 (up 10) Instagram followers – 503 (down 1)

### **Ambassador Engagement**

- Conducting 1:1 ambassador meetings.
- [Creative District](#) opportunity for Newport to embrace the arts and refine their approach.
- Developed first borough-specific 2026 workplan for Blain.
- Submitted PC Hometowns message to the Marysville Borough newsletter discussing renewed Main Street designation and the need for Marysville Main Street team to come forth.
- Drafted and sent [Ambassador Newsletter](#).
- Finalizing June 18 evening cluster meeting with wayfinding and trail-to-main street topic.

### **Challenges & Opportunities**

- Some business owners are not finding the time to pursue façade grants though they have acknowledged their need.

### **Coordinator Training & Networking**

- 5/15/2026 – spoke with Amber Borelli regarding possible housing project at Marysville Bank site. Tara Davis is developer with plans for 1<sup>st</sup> floor businesses and upper housing with single room occupancy. Likely seeking Main Street access to funding support through DCED home funds. Need letter of support for project. No action required yet. They are currently seeking zoning variance and under sales agreement.
- 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! (as well as Townie Awards and cohort graduation ceremony.)