

**Minutes of Board Meeting
July 9, 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: Dee Anderson

Excused:

Visitor: Jason Finnerty, Brenda Watson

Public Comment: None

Call to order at 8:31 am

Tri-County report: Jason Finnerty provided an update. There have been 3 plans received since the June meeting. One of the plans is for a self-service fuel station in Blain. Jason noted that MRP has filed a curative amendment regarding the Watts Township zoning ordinances. He has also received a request for a Letter of Support for a housing development of the old First National Bank in Marysville.

Secretary's Report:

Martha Roberts presented the minutes of PCEDA's meeting on June 11, 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 Ed Barben, and Patti McLaughlin seconded the motion. The motion was approved by a voice vote without dissent.

Martha informed the board that Dee Anderson had resigned and a new Secretary would be needed. She also asked the board to provide names of potential board members to add to the board of directors.

Treasurer's Report:

Ed Barben presented the treasurer's report. Normal overhead and payroll expenses for the month. There was a motion to approve the treasurer's report by Scott Dunkelberger, and Rich Pluta seconded the motion.

The motion was approved by a voice vote without dissent.

Ed stated a new Money Market Account would need to be opened for the grant funds for DCED 9. A motion was made by Patti McLaughlin, seconded by Scott Dunkelberger. The motion was approved by a voice vote without dissent.

The invoice for Livic Civil for engineering costs at the fairgrounds was reviewed. Scott Fritz made a motion to approve the transfer of \$3,588.75 to the Perry County Economic Alliance to process the payment. Rich Pluta 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.

Ed also recommended that Taira Little and Jasmine Colbert receive notifications for the credit card from Orrstown Bank to prevent missing any fraud alerts. Patti McLaughlin will handle this.

Chair Report:

- Fair Project: The donor list was discussed.
- An update on current fundraising was provided.
- 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.

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

Old Business:

New business: Jason Finnerty brought up the Kammer-Juniata Transmission Project which is a for a new substation in the county. He stated no plans have been submitted, but the project is coming.

Motion to adjourn was made by Ed Barben, and Patti McLaughlin seconded the motion, and the motion carried. It was approved without dissent at 10:27 AM.

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.

New Grants:

Grant C98696 (DCED 9) in the amount of \$150,000 has been approved for county facade, public spaces, and administrative costs. It is a pre-paid grant, and funds are expected to arrive by the end of July.

A new Money Market account will need to be created for these funds.

Community Walkways:

We have received applications from:

Liverpool Borough - approved

Ferster's Meat Market - approved

Landisburg Borough - approved

King's Fitness – approved

Marysville Borough – approved

Blain Borough - approved

Newport Borough

Facade:

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 - approved

Mike McNaughton - approved

Orrstown Bank (2) – main branch approved, drive through denied

Farmer's Daughters Café - approved

Stoop's Barber Shop - approved

St. Paul's Lutheran Church - approved

Alpha Studios - approved

Robert Speaker – denied

Tri County Housing Development Corp.

New Bloomfield Restaurant

Community Library of Western Perry County

Perry County Conservation Office (Tal Mudic Properties)

Wayfinding:

County App – process is ongoing.

ENGAGE/PREP:

All for Small Businesses Seminar with SBDC was well attended. Next seminar will focus on financials, titled "Revenue, COGS, and Overhead... Oh, My!" with a tentative date of August 24th.

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

Reimbursement requests for PREP/ENGAGE have been submitted for the 25/26 FY.

DCED has new reporting requirements for PREP. I will need to submit a timesheet which must show all hours worked, both PREP hours and NON-PREP hours. The hours spent on PREP needs to be multiplied by my hourly rate and totaled and signed off by the board chair. This is also retroactive for 25/26 FY and has been completed.

EDUCATION/WORKFORCE DEVELOPMENT

Nothing at this time.

CEDS

The first meeting of the CEDS (Comprehensive Economic Development Strategy) Planning Committee happened on June 23rd. We discussed our areas strengths, challenges, opportunities and priorities of the region. Next meeting is virtual and is scheduled for August 27th.

MISCELLANEOUS

All items have been submitted to Herring, Roll & Solomon, P.C. for the 2025 audit they had requested.

The ACA imposes a fee on companies that offer self-funded insurance plans, which include ICHRA or QSEHRA plans, to help fund the [Patient-Centered Outcomes Research Institute](#) (PCORI). As the plan sponsor, PCEDA is responsible for paying the fee. It is reported once a year and due by July 31. After confirming with RWM & Company, I have completed the tax return form and mailed the payment of \$7.68.

UPCOMING EVENTS

August 18-22 – Perry County Fair

Main Street Coordinator Updates – July 2026

Prepared by: Jasmine Colbert

Summary

In June I focused on sustained borough support, public art coordination, and steady progress across multiple Main Street initiatives. I provided ongoing assistance for Community Walkways, Façade improvements, wayfinding development, and several borough event promotions. I continued mural project planning by scheduling artist visits, securing historic references, drafting plaque text, and sharing mockups. I supported Newport's Creative District effort through narrative drafting, scheduling coordination, and submission of the Letter of Intent. Ambassador engagement remained steady with new volunteer onboarding, 1:1 scheduling, newsletter preparation, and updates to event listings. I promoted the Perception Survey across borough partners, delivered materials, and managed reimbursement documentation. I also worked on tourism and public space planning, DATC project support, business referrals, social media content development, and preparations for upcoming regional and statewide meetings. Lastly, I attended the Pennsylvania DOWNTOWN Center conference where I graduated from PDC's Community Revitalization Academy and joined in honoring Liverpool Main Street on their 2026 Townie Award.

Program & Project Updates – planning an application for Main Street Matters Business Improvement Grants to support \$5,000 mini-grants or \$25,000 mini-loans. Will connect with Chamber and ambassadors to gauge business interest and potential projects during July/August. Application is due 8/31/2026.

TS	Initiative/Project	Status	Milestones Achieved	Upcoming Goals/Actions
1	Public Art Installation-Blain, Marysville, Millerstown	In Progress	Marysville permitting causing issues-stalling. Blain muralist visiting 7/15.	Blain mural anticipated painting 9/18-9/26. 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, Blain. Inquiries from Newport, Liverpool.	Extend to organizations. Identify remaining interest and suggesting improvements to others in key target areas.
2	Façade Improvements	Application Round Open 3/1-6/15	Hometowns signs shared with approved applicants.	Identifying remaining interest and suggesting improvements to others in key target areas.
1	Wayfinding	Active	Received quote for Hawk Rock sign for design, fabrication and installation. Need more.	Landisburg Lions Park location sign, Blain gateway sign, Blain banners.
2	Newport Creative District	Planning stage	Approved for next steps of process. Mtg 7/14 at 2:30.	Complete next steps and apply by 1/15/2027.

Community Engagement, Outreach & Social – Perception survey has 120 responses—aiming for 275. Outreach continues to affinity groups. Attended PC Rotary meeting to provide updates and promote survey. On social media, Tai's Big Boy post had 45.3k views!

Website engagement – June saw a significant jump in website activity compared to prior months, with 8,063 events, 2,743 page views, and 2,056 active users, marking the highest engagement of 2026 so far. Visitors were most active on the homepage, which received 534 views, and the events listings, which collectively drew several hundred views across multiple pages. Users also engaged consistently with community-focused content, including Perry County Hometowns and Municipalities and Contact information. Overall, June reflects a sharp rise in traffic, strong interest in local events and borough information, and deeper interaction across core sections of the site.

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
Jun	2026	8,063	2,743	2,056

Facebook followers – 1,197 (up 67) Instagram followers – 502 (down 1)

Ambassador Engagement & Main Street Happenings

- Conducting 1:1 ambassador meetings.
- Newport ~~Creative District~~ will move into Next Steps phase with footprint mapping, advisory council selection and 5-year plan creation to inform a January 15, 2027 application.
- Liverpool Main Street (Marty & Pat Roland) received recognition during the June 30 Townie Awards at the statewide conference in Erie. Waiting for PDC to share their news release and photos. Liverpool has also repaved Front Street and will address crosswalk painting upon completion.
- Marysville Affordable Housing Project is applying to DCED's Affordable Housing Program (AHP) and have formed a housing alliance to support future projects applying for this type of funding. Requesting a letter of support from PCEDA.
- Duncannon's DATC group is working on Noye Park to remove invasives, do streambank restoration and playground/signage improvements. The pedestrian bridge will also be replaced.
- Blain's sidewalk improvements are underway.
- Landisburg is installing Hometown Heroes banners and just hosted a very successful 250 parade.

Challenges & Opportunities

- Microsoft 365 Family is causing misaligned products and services and a lack of productivity and security. Family is not to be used for commercial, non-profit or revenue-generating activities.

- Comcast/Xfinity internet is available for our office! Tech is reaching out to landlord for permission to add the 9 W Main St. location.
- Fraud lock issue with credit card reveals need for improved notification method.
- Tara Davis is seeking a letter of support from PCEDA for the Marysville Affordable Housing project.
- Formation of the Junata Kiski-Conemaugh Heritage Corridor through a recent effort of the Allegheny Ridge Corp and affected partners.
- This school year I will be managing two different school bus schedules for my kids at the beginning and end of workdays.

Coordinator Training & Networking

- 8/4/2026 – **PA Downtown Center & Harrisburg Regional Chamber & CREDC** – Regional Downtown Collaborative Meeting. Registered to attend.
- 10/7/2026 – **PDC Main Street Manager's Meeting** – Pottsville, PA. Good for board members and ambassadors to attend. Will share details once available.

- **Past - PA Downtown Center: Making Waves on Main Street Conference** – attended the following:
 - Safe, Clean and Green training to complete the Community Revitalization Academy for Main Street Managers
 - When Main Street is a State Route with Chris Riggert and Josh Slaga
 - Designing Creative Communities with Spud Marshall
 - Corner of Trail and Main with Amy Camp
 - Using DCNR's SCORP for Economic Development with panelists
 - Vacant to Vibrant with Sarah O'Brien
 - Strategies for Sustainable Growth with Emily Fetcko and panelists
 - Main Street Manager's Meeting
 - Townie Awards Ceremony
 - Building Affordable Housing Through Partnerships with FHL Bank Pittsburgh and Erie Insurance

Next year's conference is in Bethlehem, PA.