

Cumberland Area Economic Development Corporation  
Board of Directors Meeting  
Tuesday, January 23, 2024  
Via Zoom Meeting

**January 23, 2024 – Meeting Minutes**

**Directors/Members Present on Zoom Meeting:** Chairman, Jon Cox; Vice Chairman, Jason Reimer; Secretary, Michael Shaul; Treasurer, Harold Brandt; Commissioner Kelly Neiderer; Amey Sgrignoli; Kenneth Tuckey; Lauren Isch; Don Kibler; John Rampulla and Morgan Rector.

**Staff/Guests Present on Zoom Meeting:** Janet Anderson, Lori Lighty, and Kristen Rowe, along with Community Liaisons George Book (West Shore Chamber), Nicole Deary (Carlisle Chamber) and Kirk Stoner (CC Planning Dept), as well as Commissioner Gary Eichelberger.

**Board Meeting Called to Order:**

Chairman Jon Cox called the meeting to order at 7:31 a.m.

Chairman Jon Cox welcomed Commissioner Kelly Neiderer to the meeting. He reported that he just recently emailed a copy of CAEDC's updated Bylaws to all Board Members; the only substantive change to the Bylaws is to provide for one Commissioner being appointed as the Board Member going forward, which Commissioner will be Commissioner Kelly Neiderer.

Since CAEDC is a quasi-governmental organization, CAEDC's Board Meetings are advertised and open to the public, as well as open for public comment.

CAEDC's Nominating Committee, which was created by the Executive Committee, has made several non-binding recommendations for new CAEDC Board Members. These recommendations are then provided to the Board for their approval and ultimately forwarded to the County Commissioners for consideration.

Chairman Jon Cox provided an opportunity for public comment. Commissioner Gary Eichelberger advised the Board that he feels that some ground was lost in the past year with respect to CAEDC's workforce development effort. He believes that the Workforce Development Manager position needs to be refilled and the task force should remain active, thereby creating a statewide presence on workforce development.

**Action Items:**

**Nominating Committee Recommendations**

Chairman Jon Cox reviewed the Nominating Committee's non-binding recommendations with the Board, which recommendations will be considered by the Commissioners at the February meeting.

Jason Reimer made the motion to accept the Nominating Committee's non-binding recommendations for new Board Members. The motion was seconded by Don Kibler. Commissioner Kelly Neiderer abstained from voting. The motion carried.

## **REC Resolutions**

Chairman Jon Cox reviewed with the Board proposed Resolution 2024-1 (approval of 5 REC Management Group Members) and Resolution 2024-2 (approval of REC Officers).

Don Kibler made the motion to authorize the appropriate officers to sign Resolution 2024-1 and Resolution 2024-2 in the format presented at the meeting. The motion was seconded by Jason Reimer. The motion carried.

### **Acceptance of Minutes:**

Michael Shaull presented the December 19, 2023, Minutes for acceptance.

Jason Reimer made the motion to accept the December 19, 2023, Board Minutes. The motion was seconded by Don Kibler. The motion carried.

### **Acceptance of Financials:**

Harold Brandt reported that the Finance Committee met on January 12, 2024. The Committee approved two TPD grants – one for The SpleX and one for Carlisle Bowen Works. He reviewed the December 2023 Financial Statements with the Board. CAEDC's year-end expenses were under budget and profit was over budget.

Don Kibler made the motion to accept the December 2023 Financial Statements. The motion was seconded by Lauren Isch. The motion carried.

### **Committee Updates:**

#### **Org Development**

Michael Shaull reported that the Committee met on December 5, 2023. The meeting was an in-depth review of the proposed Employee Handbook. The handbook was provided to CAEDC's solicitor for final review and comments. Continued discussions regarding the Nominating Committee's recommendations were held. Lauren Isch has agreed to co-chair the Committee along with Committee Member, Kathy Mory-Weit.

#### **PPC**

John Rampulla reported that the Committee is going to a quarterly meeting cadence. The first quarterly meeting, which will be held in February, will be to prioritize the items/metrics in CAEDC's Strategic Plan, as well as consideration of potential additional committee members, due to the expressed interest of several individuals to join the committee.

#### **REC**

Chairman Jon Cox reported there are no significant updates. REC Management continues to have discussions with Frog Switch; there has been significant developer interest. Due diligence on the project will be a year-long process once an Agreement of Sale for the property has been signed. REC has already received commitments from EPA; some grant applications have been submitted. REC will be seeking additional funding for mediation as well as demolition on the property. A developer RFP will be sent out during the first quarter of 2025.

## **Tourism Sub-Committee**

Kristen Rowe reported that the Tourism Sub-Committee was restarted in early 2023. Currently, there are 7 Committee Members. This Sub-Committee is the first Committee to approve the Tourism Product Development Grants, as well as the Destination Sales Grants, before they are forwarded to the Finance Committee for their review and approval.

### **Executive Director Updates:**

Janet Anderson reviewed highlights from her monthly report as follows:

- County Commissioners made changes to CAEDC Bylaws.
- 5 Tourism Grants were approved in December totaling \$504,273 adjustments approved to projects in previous years bringing the total expended to \$532,000. Staff continues to meet with potential projects and develop applications for 2024.
- The Coffee and Chocolate Trail launches on February 8 with 13 locations. The Beer Trail invitations were sent and launches on April 4, 2024.
- It is believed that large increases in overnight stays in Carlisle and Shippensburg are a result of the NCAA Cross Country events held in November.
- Impact of PIAA events and team stays are being evaluated for impact. Hoteliers have indicated that they saw an impact from the events.
- Visitor data shows that CV had 3.1% more rooms available in 2023 compared to 2022. The number of stays with 2+ days increased in October while the number of day trips decreased.
- Increased visitation is coming from Philadelphia, Wilkes-Barre/Scranton, and Washington D.C. metros.
- The 2023 Holiday gift guide ran from November 17-December 15 featuring 20 local shops.
- Staff met with ECON Partners to plan for RACP submissions during the holidays released December 8 and due January 12.
- Coordinated press release and strategy for release with CAEDC PR Manager.
- Staff and ECON Partners met with 13 applicants and worked with eligible applicants to meet the deadline.
- Staff did loan housekeeping and collected on a loan that was nearly 8 months behind.
- Staff reviewed recent grants and sent invoices for administration costs that CAEDC is entitled to receive.
- One outstanding DCED PIDA CWCA loan exists, and the recipient is not responding to calls from CAEDC staff. This is our role as a Certified Economic Development Organization with DCED.

- CAEDC staff are planning Lunch & Learn opportunities for 2024 with Alliance Investors. The first event is planned for February 22 and is for Municipal Officials and covers PA House Bill 299, MS4/Stormwater Management, and Maximizing Funding Potential with Active Transportation.
- Final Environmental Covenant was received for the former Tyco property. Kuhn property is finalizing reviews and getting close to an approved environmental covenant. These are necessary for the sale of the property and best use.
- REC continues to work on a purchase agreement for Frog Switch. The negotiation is going well and staff and REC are weighing funding options for next steps.
- Staff presented CAEDC's strategic plan to the Cumberland County Planning Commission. Planning Commission members engaged and asked a lot of good questions.
- Meetings were held with two new loan prospects.
- The Nominating Committee completed interviews and will make recommendations to the board in January. Staff supported these efforts through outreach to Alliance Members and follow up letters to 13 candidates updating them on the process.
- Planning for the hiring of the Economic Development team and interviewing of potential candidates occurred and will continue into January.
- Performance evaluations were started and will conclude in January.
- CAEDC Open House was held with over 200 participants.
- Management planned and held a Holiday Luncheon for CAEDC staff.
- Staff submitted the drafted employee handbook to Martson for a review and expected completion in January.
- Griffin Means has been hired as CAEDC's new Economic Development Specialist I; he will be starting on February 5, 2024.
- Staff have been working with Signature Staffing in order to hire an administrative assistant.
- The status of RACP signature requirements, as well as Tourism Product Development Grants and Destination Sales Grants, have been included as a part of the Executive Director's monthly report.

### **Liaison Updates:**

Nicole Deary reported on 3 upcoming Chamber events – February 7<sup>th</sup>, State of the County Breakfast; February 29<sup>th</sup>, Elected Officials Reception; and April 4<sup>th</sup>, Career and Job Expo at the Carlisle Expo Center – which event will be in partnership with CAEDC.

George Book reported on the Taste of the Chamber event, which will run from February 9<sup>th</sup> through March 25<sup>th</sup>. Tickets and event information are available on the Chamber's website.

Kirk Stoner reported on 2 plans being worked on by the Planning Department – the County’s Comprehensive Plan and the County’s Land Partnership Plan. He also reported that the Planning Department is currently conducting due diligence on a possible electronics recycling facility upgrade.

Commissioner Kelly Neiderer reported she was able to institute a new online payment program for hotel tax that was collected, as well as initiate out-reach on a program to track air bnb’s while still serving as County Treasurer. The County’s budget is the hot top which she has entered into since joining the Commissioner’s office. She will be looking more fully into the structure of the changes in CAEDC’s Bylaws so the Commissioners’ office can remain at arm’s length.

Chairman Jon Cox reminded the Board that the February meeting is the annual reorganization meeting. The February meeting will be an in-person meeting at CAEDC’s offices.

The Board was adjourned by Chairman Jon Cox at 8:32 a.m.

Minutes respectfully transcribed and submitted by Lori Lighty, Operations Manager