

Chairman, Jon Cox
Vice Chairman, Jason Reimer
Secretary, Michael Shaull
Treasurer, Harold Brandt



Commissioner Kelly Neiderer
Amey Sgrignoli
Kenneth Tuckey
Lauren Isch
Don Kibler
John Rampulla
Morgan Rector

BOARD OF DIRECTOR'S MEETING MINUTES - FEBRUARY 27, 2024

A meeting of the Cumberland Area Economic Development Corporation Board of Directors was held at 230 S Sporting Hill Road, Suite 100, Mechanicsburg, PA 17050.

ATTENDANCE:

Commissioner Kelly Neiderer
Jon Cox
Jason Reimer
Michael Shaull
Harold Brandt
Amey Sgrignoli
Kenneth Tuckey *(via teleconference / zoom)*
John Rampulla *(via teleconference / zoom)*
Morgan Rector *(via teleconference / zoom)*

COMMUNITY LIAISONS:

Scott Brown, Shippensburg Chamber of Commerce *(via teleconference / zoom)*
Kirk Stoner, CC Planning Department *(via teleconference / zoom)*

CAEDC STAFF WHO APPEARED BEFORE THE BOARD:

Janet Anderson, Executive Director
Kristen Rowe, Director, Destination Marketing
Lori Lighty, Operations Manager
Doreen Edwards, Executive Assistant

OTHER ATTENDEES:

Commissioner Gary Eichelberger
Commissioner Jean Foschi *(via teleconference / zoom)*

A quorum of the Board being present, Chairman Cox called the meeting to order at 7:36 a.m.

A. CHAIRMAN ANNOUNCEMENTS

Chairman Jon Cox thanked everyone for their time and attendance, in person or via teleconference/zoom, for the Annual Members Meeting and CAEDC Board's Reorg Meeting. He stated that there will be other business-related items covered during the meeting.

Chairman Cox also stated that a Members Meeting was held prior to the start of our Board of Directors meeting.

Chairman Cox commented that everyone is aware that under our Bylaws the responsibility of the County Commissioners is to appoint all our Board members. The Chairman thanked Michael, Kenn and Amey as the Nominating Committee for all their hard work and as a result, four recommendations are being made to the Commissioners today. With the additional change to the Bylaws reducing the number of Commissioners on the Board from 3 to 1, we have 2 additional openings. Chairman Cox stated that our Bylaws permit up to 15 Board members and it is our goal, to operate with a full complement and that will be pursued through the open application process or from current applicants.

B. ACTION ITEMS / NEW BUSINESS

1. CAEDC Motion 2024-1-NOM

On a motion by Commissioner Neiderer, seconded by Michael Shaull the Board of Directors approved the Nominating Committee's Slate of Officers for 2024 as follows: Jon Cox, Chairman, Jason Reimer, Vice Chairman, John Rampulla, Secretary and Harold Brandt, Treasurer.

Board Decision: Passed by majority vote

2. CAEDC Motion 2024-2-NOM

On a motion by Jason Reimer, seconded by John Rampulla, the Board of Directors approved the Nominating Committee's Emeritus Board Members for 2024 as follows: Gayle Bolinger, Debbie Keyser, Doug Callenberger, Bob Unger, Adriann Reed and Andrew Notarfrancesco.

Board Decision: Passed by majority vote

Chairman Cox stated that he would like to schedule a future meeting with the Executive Committee and Emeritus members to get their insight, perception of CAEDC in the marketplace and any thoughts they may have. It's also important as Emeritus board members are permitted to serve on the Rec Committee. Andrew Notarfrancesco is an Emeritus Board Member and serves as Chairman to the Rec Committee so it's important for that reason as well.

C. SECRETARY'S REPORT

Secretary Michael Shaull reported on the recent changes to the Bylaws as was previously stated in the meeting, changing Members' position on the Board from 3 to 1. Commissioner Kelly Neiderer represents that one Commissioner and was present at the meeting. Two motions passed of the Nominating Committee which the Board just addressed and the appointment of 5 Rec Management Members and Rec Committee Officers. Mr. Shaull also reported the acceptance of the Financial Statements for December 2023 and Committee Updates.

1. CAEDC Motion 2024-3-MIN

On a motion by Amey Sgrignoli, seconded by Jason Reimer, the Board approved the minutes of the January 23, 2024, meeting.

Board Decision: Passed by majority vote

D. TREASURER'S REPORT

Treasurer Harold Brandt updated the Board on the Revised 2024 Budget. He stated that Board members were aware of the hotel tax increase and those funds should be available on the second of the second quarter. From a revenue perspective we are essentially flat but remain \$7,000 ahead. CAEDC was slated for a deficit of \$181,000 but due to decreases in advertising and tourism product development there will be a small surplus of approximately \$20,000.

1. CAEDC Motion 2024-4-BGT

On a motion by Jason Reimer, seconded by Amey Sgrignoli, the Board approved the Revised 2024 Budget.

Board Decision: Passed by majority vote

2. FINANCE COMMITTEE REPORT - Treasurer Brandt stated that 1 grant was received from the Newville Historical Society in the amount of \$6,300. In addition, the Finance Committee shifted \$300,000 from its Mid Penn Bank operating account to its Mid Penn Bank money market account. He stated that we have healthy balances and are taking advantage of the interest environment.

3. CAEDC Motion 2024-5 -FNL

On a motion by Jon Cox, seconded by Jason Reimer, the Board accepted the January 24, 2024, Financial Statements. CAEDC, with one month of financial statements, is currently ahead of budget by \$365,000.

Board Decision: Passed by majority vote

E. COMMITTEE UPDATES

1. ORG AND DEVELOPMENT

Michael Shaull announced that Lauren Isch and Kathy Mory-Weit will be succeeding my role as Chair and Amey Sgrignoli's role as Co-Chair effective March 1st. We look forward to their leadership.

2. POLICY AND PLANNING

John Rampulla updated the Board that the Policy and Planning Committee met on Monday, February 26 and the group is reenergized. There is a working meeting scheduled with this group to go over the Strategic Plan. Mr. Rampulla indicated that Janet Anderson, Executive Director, will assist with her expertise and others. Mr. Rampulla stated that there is no intention of changing the Strategic plan but instead prioritizing it. He also mentioned looking in to the KPI's to be certain that they are driving the outcomes that we want. In closing, he stated that he expects to see great progress in the coming months.

3. REC COMMITTEE

Chairman Cox updated the Board in place of Andrew who was unable to participate in the meeting. A meeting of the Rec Committee will be held on Friday, March 1. Chairman Cox indicated that a Letter of Interest from WODA was received on one of the properties referred to as the Tyco site. It's over an acre in size and is intended for multi-family residential properties. He stated that we are continuing to work on the purchase agreement but remains a work in progress.

Chairman Cox also stated that we are making progress on the Frog Switch Purchase Agreement and Janet and the team have been instrumental in assisting with this project. The purpose of this property is for redevelopment. It is our hope that we close on the property within the year following completing our due diligence. He further stated that it is the intention to do an RFP for a master developer in the early part of 2025. The grant would provide funds for demolition and remediation as appropriate. He also stated that things will remain unclear as to the use of the property until an environmental site assessment is completed and what are limitations may be regarding environmental risk and limitations. Chairman Cox commented that it's a very exciting project and the staff has been really busy. We still need to acquire an assessment of the property for the loan application, which is quite a bit of work to conduct site visits, etc. Overall, it is going as well as expected.

Chairman Cox stated that the EPA has secured a commitment through their Grounds Field Assessment Program to cover Phase 1 and Phase 2 of the project. This requires no out-of-pocket expenses for us. Very exciting for another long-term project but good for Carlisle and the county.

4. TOURISM

Kristen Rowe, Director of Destination Marketing, stated that the last committee meeting was held on January 31. At that meeting, Dee Fegan, Bed & Breakfast Owner in Cumberland County and really big advocate in the lodging community joined the committee so we are really excited to have her. She stated that the committee approved one grant for Newville Historical Society to send to the Finance Committee. She commented that the committee also reviewed and provided feedback on the Tourism Partner Events Calendar and Content Calendar. Kristen distributed the new 2024 Cumberland Valley Visitors Guide prior to the start of the Board meeting.

F. CHAIRMAN UPDATES

The Chairman thanked Amey Sgrignoli and Michael Shaull for their exceptional service to CAEDC. Model Board members who have dedicated so much of their personal time to the Board and to Committees, especially their work on the Org. and Development Committee. Chairman Cox reminded them both that they can reapply to the Board in only one year! In all seriousness, he appreciated them appearing in person and that he was able to express his gratitude. We hope to review the committee structure and committee participation. Of course, we welcome your continued involvement with the organization. Mr. Shaull and Ms. Sgrignoli expressed their gratitude and involvement with CAEDC and watched the transition, meeting new people and just grateful to have been part of it.

G. EXECUTIVE DIRECTOR'S REPORT

Janet Anderson, Executive Director, reminded members to submit their Statement of Financial Interests as soon as possible.

Chairman Cox stated that they are in process of appointing a member to the Executive Committee and until such time as one is found, Kenn Tuckey will continue to serve in his current capacity.

TOURISM

Janet stated that One (1) Tourism Grant was approved in January totaling \$10,000 and that staff met with 7 potential Tourism Promotion and Recovery Grant applicants, as well as 5 potential Destination Sales Grant applicants.

CAEDC sponsored a live ice carving at the Carlisle Ice Art Fest to launch the Coffee & Chocolate Trail. Over 400 people signed up for passports. She mentioned that she has photos if anyone is interested in seeing them.

Janet, moving on, stated that lodging data shows that Occupancy remains above 50% and 2023 was no exception. Average Daily Rates have steadily increased to just over \$100 per night, and the Revenue Per Available Room has increased marking a new high in 2023. More than 50% of all visitors spent at least one night in Cumberland Valley according to Arrivalist data. Increased visitation is coming from Philadelphia, Baltimore, Washington DC, and Pittsburgh. Consistent with other data, advertising is having an impact on visitation to Cumberland Valley. She relayed that according to the Consumer Perception Study recently completed, visitors are willing to promote a product, service, or experience in Cumberland Valley; 76% of respondents were repeat visitors and likely to return; 1/3 of all visits were to visit friends and family. Consumer drivers for a return visit included more festivals and events, experience trails, and food discounts. Most visited in the Cumberland Valley were Camp Hill, Mechanicsburg, Carlisle, and New Cumberland. Visitors spent on average \$1,421. Quite impressive results.

Janet discussed the additional tourism accomplishments:

- Staff supported the submission of a bid to host NCAA Cross Country in 2026 or 2027. We are excited and are hoping that we can pull it off again in hopes to drive hotel stays up again.
- CAEDC Brand focus groups and surveys were distributed with light participation, but enough to form good data.
- Staff are co-chairing the Cumberland County Planning Committee for America 250 PA and Cumberland County in 2025 and 2026.
- 2024 Visitors Guides are available and are being delivered with more than 800 requests.

ECONOMIC DEVELOPMENT

Review of Statewide and Category 4 LSAs has begun with staff supporting the exchange of information. Staff assisted two LSA Grant recipients with Prevailing Wage issues to keep those projects on track.

Staff has assisted 13 existing RACP awardees with various administrative tasks including participation in required meetings for review, exit, and closeout. Staff assisted 9 new RACP submissions totaling nearly \$25 million, and those applications were due January 12. Katie Gray and Econ Partners handled those. As you will recall Katie is new to that role and did an amazing job. Katie is also reviewing Grant Fees and collection for the IDA and CAEDC as well as others and this process remains ongoing. Katie is also working on this to get caught up.

Presta software for loan processing was purchased at the end of last year and will ease the process and is like our current CRM but will allow the tracking of loans, payments and to have consistent records and process for lending. Commissioner Neiderer inquired if CAEDC does its own underwriting. Janet responded that the program is still very new but that we will have that capability.

Implan software was purchased in the past to provide the economic impact of projects either loan/grants. We have since updated this software and are now available and allows us to see the economic impact of a grant, loan or even a potential project. Available to the community so we are excited about that.

Additional CAEDC updates / accomplishments:

- Staff met with 9 potential loan applicants. All are in various stages.
- One outstanding DCED PIDA CWCA loan exists, and the state has acted. The applicant is responding and waiting for a sale of the business to repay the debt owed to the state.

Alliance Partnerships

- Alliance Investor Invoices are being developed pro-rating any that are normally paid later in the year to make them all due in the first quarter going forward. We anticipate questions due to the changes in levels and benefits associated.
- A communication plan to reach out to "new" Alliance Investors is being developed. We have identified a few hundred that would be likely investors.
- Alliance events for 2024 are being planned. The Former Founder's Level event will be held this Spring and called the Diamond Event. The staff is working to identify a speaker.
- The first Lunch and Learn of the year planned for February 22 hosted by Rettew for Municipal Officials has been cancelled due to lack of interest/response.
- Alliance Diamond Level Event is being planned for Spring.

Administration

- Staff have been working with Jason Reimer to identify individuals to be considered to fill the senior level Economic Development position.
- The onboarding of a new Economic Development Specialist, Griffin Means. He is doing a fantastic job.
- Policies are being developed that are referenced in the Employee Handbook. We look forward to completing the handbook this year.
- Staff reworked the budget to reflect the hotel tax increase and split that resulted from the Commissioners vote in November.
- Staff are working with auditors to complete the CAEDC and CCIDA annual audit reviews. A lot of heavy lifting and a change in Auditors have led to a lot of questions and additional work.

Other Business

- Staff reviewed and voted to approve a Foreign Trade Zone in Lancaster as part of the regional FTZ.
- Staff have been working with the Cumberland County Planning Commission on the Land Partnership Planning Group.
- Staff wrote a letter of support for Rabbit Transit funding.
- Staff received a request for use of our conference room. This prompted a discussion about how this may work in the future. A process is being developed.

H. LIAISON UPDATES

- Implementation of Grants for electric vehicles
- Safety Training to be held March 7th covering severe accidents and accidents with fatalities and what steps to avoid these.
- The Lemoyne Boro will be speaking about Electric Vehicles charging stations.

ADJOURNMENT

Chairman Cox stated that the Reykjavik Creamery, the little darlings of the farm show this year, is growing substantially and spending over a million dollars in equipment replacement, etc. a year. Chairman Cox suggested that we discuss, during our upcoming meeting, any grants, etc. that can assist in their continued growth.

Commissioner Neiderer discussed the growing problem of FBR. Its impact on the community and how to properly address it. She also stated that the budget, on a county level, continues to be addressed and is seeking departmental reductions where possible.

On a motion by Board Member Reimer, seconded by Board Member _____, the meeting was adjourned at 8:26 a.m.