

Chairman, Jon Cox
Vice Chairman, Jason Reimer
Secretary, John Rampulla
Treasurer, Harold Brandt



Commissioner Kelly Neiderer
Todd Campbell
Patrick Dennis
Lauren Isch
Don Kibler
Deb Pierson
Morgan Rector
Kenneth Tuckey
Ray Wolfe, Jr.

BOARD OF DIRECTOR'S MEETING MINUTES – MARCH 26, 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.

BOARD OF DIRECTOR'S IN ATTENDANCE/PARTICIPATING:

Commissioner Kelly Neiderer
Jonathan Cox *(via teleconference / zoom)*
Harold Brandt *(via teleconference / zoom)*
John Rampulla *(via teleconference / zoom)*
Patrick Dennis *(via teleconference / zoom)*
Lauren Isch *(via teleconference / zoom)*
Don Kibler *(via teleconference / zoom)*
Deb Pierson
Morgan Rector *(via teleconference / zoom)*
Kenneth Tuckey *(via teleconference / zoom)*
Ray Wolfe, Jr.

COMMUNITY LIAISONS:

George Book, West Shore Chamber of Commerce *(via teleconference / zoom)*
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
Doreen Edwards, Executive Assistant

WELCOME & CALL THE MEETING TO ORDER

Chairman Jon Cox, having a quorum, called the meeting to order. Jon began the meeting by apologizing for not being specific on whether the meeting was being held in person or via zoom.

Jon welcomed the new Board members and was glad they were able to participate in the recent Board Orientation. Jon stated that he was there briefly, and it seemed as though Janet and her team put on a good program. Jon asked the new board members to introduce themselves. Deb Pierson, Patrick Dennis and Buz Wolfe provided information to the Board. Jon said that it was great to have them on the Board and was looking forward to working with them.

A. Public Comment

Jon reminded the board that we do advertise the CAEDC Board meetings as being open to the public and public comment will be a standard item on the agenda if there are any members of the public present. Jon stated that he does not believe that is the case today

B. Chairman Updates

Jon said that he only had one update to provide to the Board. He stated that the Executive Committee met on March 19th and unanimously approved Amey Sgrignoli to join the Finance Committee. She will continue to be involved in the organization and we're very happy to have her.

LIAISON UPDATES

The agenda was switched up this month, moving the Liaison Updates to the beginning. They have been suffering through our entire agenda before they have an opportunity to update the Board.

Jon stated that Kelly Neiderer, Kirk Stoner, George Book and Scott Brown were present and asked Kelly if she would like to kick us off with Liaison updates. Kelly began by saying that is still a new process and wasn't sure what folks want to know about what's happening in the county. Kelly reported that there are 13 individuals interested in serving as the Commissioner appointed liaison position on the CAEDC Executive Committee. The Member's Board is looking through those now and will be deciding very shortly. Some folks have submitted their recommendations, but we have not had an opportunity to regroup and discuss it. The commissioners continue to move forward to come up with some assistance for food processing residuals that are affecting many residents across the county. It's currently being discussed in the legislature and we're trying to make sure that our interests in the county are represented. It's really a DEP issue but getting them to engage in this level has been difficult. The county remains engaged in this process, she said. We continue at the Commissioner Board level to meet with all our department heads looking for ways to solve our current budget issue. We are working from both ends of the balance sheet, looking at both revenue and expense. It has been reported that we have located \$1.5 million from the budget that will not be expended. We continue to look for other opportunities to find funding to eliminate expenses. We are also writing a letter of support for Frog Switch Business in Our Sites Grant Request which will be addressed at the next Commissioner's meeting.

Jon remarked that with the recent change to the Bylaws that the Commissioners are also looking to fill the 2 vacant positions on the Board. Kelly replied stating that the goal was to fill the Executive Committee positions first and that a review of those individuals could potentially fill the Board vacancies

Kirk Stoner provided an update on 3 items. He stated the Planning Department is releasing a data tool within the next week or two which tracks all the growth-related data in the county. It will allow people to search by municipality, date and will provide data such as number of residential units, square footage and maps for non-residential plans. It will also allow customized searches and reports. He stated that he would make sure that Janet and the team get the information and can look at it. Kirk stated that the second item is the Household Hazardous Waste Event being held on April 11th from 11:00 – 5:00 p.m. at the Cumberland County Electronic Recycling Facility. Registration for that is online. The final item was that they held a Board Retreat in Harrisburg and as part of the public transportation, board members were tasked with riding public transportation to get a better understanding of how it works. Kirk stated they have great leadership in transit. Additional services added to Carlisle Pike Corridor is in the works and should increase the number of riders.

Jon commented that many people will be interested in the data tool, specifically school districts.

Scott Brown, Shippensburg Chamber of Commerce, stated that a town hall meeting is scheduled for March 28th in Shippensburg. It's been a while since such a meeting has been held. An opportunity to see what is going on in the area and open it to the public. The Chamber felt the need to put this in place. Our Central Pennsylvania Business Summit will be held on April 10th. Last year it was a great event, and it looks as though it will be another great event this year. Scott stated that they are holding another Chainsaw Carver event from April 18-20. This event seems to grow every year and he believes it's capped at 60 carvers. The carvers come from all over the United States. At the conclusion of the event, the carvings are auctioned for an income stream to the Chamber.

George Book, West Shore Chamber of Commerce, stated that on April 11th Janet Anderson, along with other speakers, will be participating in an educational program at Members 1st titled Workforce Culture and

Retention. Tickets are available. On April 18th there is an event at Farm 1840 with live music and good food. Lastly, on May 15th the 30th Annual Businesswomen's Forum will be held at Messiah College. Great networking opportunity for women and he said that he is excited to bring it back.

SECRETARY'S REPORT

John Rampulla, Secretary, welcomed new Board members and provided a recap of board action from February's meeting.

CAEDC Motion 2024-6-MIN

On a motion by Lauren Isch, seconded by Harold Brandt, the Board approved the minutes of the February 27, 2024, meeting.

Board Decision: Passed by majority vote

TREASURER'S REPORT

Harold Brandt also welcomed new members. He stated that the Finance Committee met on March 8 and the agenda was fairly light. He stated that there were 3 Tourism Destination Grants: Silver Scoop, Jubilee Cake Studios and Carlisle Productions for grant totals just under \$91,000. We also received an update on the Audit. Harold said that we anticipate reviewing the year end Audit in May 2024.

Harold provided a brief update on the February financial statements. He stated that we currently have a healthy surplus but over the next few months we should track closer to budget amounts.

CAEDC Motion 2024-7-FNL

On a motion by John Rampulla, seconded by Don Kibler, the Board approved the Financial Reports for the period ending 2/29/24.

Board Decision: Passed by majority vote

COMMITTEE UPDATES

Jon stated that the Finance Committee was already addressed so we'll move on to the REC Committee.

Jon restated what Commissioner Neiderer had previously mentioned which is that REC has requested that the County Commissioners provide Letters of Support in connection with Business in Our Sites Frog Switch loan and grant application for DCED. Jon stated that we are requesting letters of support from the Borough, Mayor, and elected officials. Jon advised that the letters of support do not have to be submitted by the application deadline and that we advised Brian Eckert, DCED, that they would be submitted as received.

Jon stated that we've had a fantastic team effort on Real Estate Collaborative and the team has worked tirelessly to get this Business in Our Sites application completed. Jon thanked Jill Gaito for her significant contributions through many aspects of the Tyco and Frog Switch projects. Our Philadelphia consultants (ECON partners) assist with these types of grant applications and have worked around the clock to pull all this together and make sure we are in good shape. He further detailed the demolition and remediation of the Frog Switch Project. He stated that we are still working on the Purchase Agreement and that EPA has agreed to assist with Phase I and Phase II on their dime.

Jon asked if there were any additional committee updates and John Rampulla responded that the Policy and Planning Committee has confirmed that their meetings will be held quarterly. John stated that he would like to meet with Janet prior to the May meeting.

EXECUTIVE DIRECTOR'S REPORT

Janet reported that one (1) Tourism Grant was approved in February totaling \$6,330 and that staff met with 10 potential Tourism Promotion, Recovery and Destination Grant applicants. Janet indicated that Agreements for grants have been slow as staff learns what our solicitor requirements are. Janet said that staff continues to submit proposals for hosting events in Cumberland County and most recently is the 5-year PA National Guard event. Staff were able to secure 2 blocks of rooms for Keystone Aquatics.

Lodging Data continues to show the Cumberland Valley is performing over other nearby counties for Occupancy Growth, and positive Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR).

Janet said that staff continue to work on the various trails and planning new trails, including meeting with the Cumberland County Planning Commission to discuss opportunities for collaboration on the Farm Trail.

Janet said that VistCumberlandValley.Com continues to perform well and attract viewers. Paid search has increased from last year. 10,476 copies of the 2024 Visitor Guides were distributed. She further stated that Professional Development is important to the overall success of CAEDC and during February tourism staff attended several local events and national training to learn best practices and share our model.

Janet further stated that the Big 33 held a press conference to announce the move to Cumberland County. Staff attended and CAEDC was recognized as a key sponsor. CAEDC is participating with Governor Shapiro and DCED providing an ad in the Pennsylvania focused Business Facilities Magazine. She commented that CAEDC placed a half page ad and advertorial in the Food and Beverage section of the magazine. Photos are from Reykjavik Creamery in Newville.

Janet informed the Board that staff are also co-chairing the Cumberland County Planning Committee for America 250 PA and Cumberland County in 2025 and 2026 with Cumberland County Commissioners Office.

Janet said that a lot of exciting things are happening in Economic Development at CAEDC. Janet highlighted the following information:

Grants/Loans:

- Staff provided supplemental information for 5 Statewide LSA applications showing that the state is reviewing applications.
- Staff assisted two LSA Grant recipients with Prevailing Wage issues to keep projects on track.
- Staff assisted 8 active RACP awardees with various administrative tasks.
- A second cooperation agreement in the last three months was submitted for approval to the County Commissioners for a RACP grant. These are normal documents, but it was before COVID that CAEDC submitted these requests requiring staff to explain and coordinate the agreement.
- There are 20 existing loans across 4 funding programs that CAEDC administers. All loans are current.
- Staff continue to work with Presta software team to onboard, build the workflow, and upload loan information. This software will make loan collection, underwriting, and servicing more efficient and enable better reporting to the board.
- Staff met with 6 lenders in February introducing new staff and building relationships. This has resulted in lenders making referrals to CAEDC for economic development grants/loans.
- Staff followed up on many requests for information leading to 23 legitimate inquiries, 18 of these were referred to economic development partners primarily the SBDC for marketing or business plan assistance. It is anticipated that 2 or 3 applications will be presented to the Finance Committee in April.
- One outstanding DCED PIDA CWCA loan is outstanding, and the state has taken action. The applicant is responding and waiting for a sale of the business to repay the debt owed to the state.

Additional items of interest that are happening at CAEDC:

- CCIDA Auditors continue to ask questions about RACPs and the flow of funds. The staff has spent significant time answering questions for the recently selected auditing firm.

- Alliance Investor Invoices have been sent to investors resulting in several conversations about the new levels and how to take advantage of benefits. Regular updates on investors will be shared in April and beyond.
- An Alliance communication plan is being developed to attract new investors and will launch in April.
- A speaker for the economic development fall event has been identified and discussions and negotiations on date and travel payments are being made.
- Several articles have been written about the Frog Switch site and future plans.
- Staff continue to attend regional planning and working group meeting for the Comprehensive Economic Development Strategy (CEDs) and other discussions about how to work together effectively including where we can best leverage resources.
- Staff have worked on increasing Engage! calls including at Reykjavik Creamery.
- Partner meetings with Harrisburg International Airport, Rabbit Transit, Sterling Properties, Community Partners for Change, and several Chamber events including the State of the County and the Elected Officials Reception.
- A partnership around a workforce article released by Georgetown University is forming with SCPA Works, Emerge Education, Shippensburg University, and CAEDC for starters to develop plans around the new needs for education for future employment.
- Conversations with a few individuals to fill the senior level Economic Development position are occurring with a plan to post the position in early April.
- The board reorganization meeting was held and final planning for the onboarding of new board members and committee members in March. Several documents are being developed including a board binder for each member.
- Staff presented a Quarterly update to the County Commissioners. A PowerPoint presentation was prepared and is available to anyone interested.
- Staff aided the County Commissioners office staff for the recruitment of interested parties to participate on CAEDCs Executive Committee on behalf of the Commissioners.
- Staff are working with auditors to complete the CAEDC and CCIDA annual audit reviews. The CCIDA audit has been challenging due to the onboarding of a new auditing firm. The firm requested an extension to complete the audit.

Events:

- Alliance Diamond Level Event is being planned for Spring.
- July Tourism Partner Event
- Golf Outing, September 18 at Carlisle Barracks-please remember to provide a prize donation for the event.

ADJOURNMENT

On a motion by Don Kibler, seconded by John Rampulla, the meeting was adjourned at 8:25 a.m.