

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 – APRIL 23, 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 @ 7:30 a.m.

BOARD OF DIRECTOR'S IN ATTENDANCE/PARTICIPATING:

Commissioner Kelly Neiderer
Jonathan Cox
Harold Brandt *(via teleconference / zoom)*
Lauren Isch *(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)*
Kirk Stoner, CC Planning Department *(via teleconference / zoom)*

CAEDC STAFF WHO APPEARED BEFORE THE BOARD:

Janet Anderson, Executive Director *(via teleconference / zoom)*
Kristen Rowe, Director, Destination Marketing
Doreen Edwards, Executive Assistant
Julie Koranda, Human Resources/Accounting

OTHER:

Carol Kilko, Executive Committee Member

WELCOME & CALL THE MEETING TO ORDER

Chairman Jon Cox, having a quorum, called the meeting to order.

A. Public Comment

Jon stated that with all our meetings, this meeting has been advertised in accordance with the Sunshine Law and open for members of the public to attend. Jon stated that there are no members of the public here today but thought he would use the opportunity to have Carol Kilko, a newly appointed Executive Committee member, introduce herself to everyone.

Carol Kilko stated that it's really her pleasure to be present and is excited to be a part of CAEDC and a member of the Executive Committee. She commented that she was familiar with a few of the current Board members and that their paths have crossed in the past. Carol stated that she has been retired from DCED for 2 years and was the Deputy for Business Finance. She commented that she had held several other positions within DCED and has worked with the Township Supervisors Association for 7 years. Carol stated that the experiences she's had will hopefully help CAEDC fulfil its mission. She stated that she reviewed the material and CAEDC has a lot going on and can't wait to work with Janet and the team. Carol thanked everyone and noted that she appreciates the opportunity.

B. Chairman Updates

Jon said that he only had one update to provide to the Board regarding the Real Estate Collaborative Operating Agreement. The REC Operating Agreement provides for a management group consisting of 5 members. Currently it is 2 at large members, 2 candid board members or emeritus board members, and a designated position for the Executive Director of the Cumberland County Housing and Redevelopment Authority (CCHRA). Jon said Mary Kuna, as you know, has been in that position for a while and came to us a couple of months ago suggesting that she step away from the management committee. Mary's reasoning is the potential for conflicts of interest for funds that she and her organization administer. Jon stated what we're recommending to the CAEDC Board is an amendment to the operating agreement to change the designated position for the Housing and Redevelopment Authority Executive Director to CAEDC's Executive Director. We thought that it was only fitting and appropriate. Jon stated that is the Resolution before the Board as an amendment to the Operating Agreement to provide for that change.

Jon commented that before we get to the voting aspect of the Operating Agreement, there is one urgent matter that needs addressed, which is the CAEDC Audit. Typically, CAEDC has the audit completed by the end of March, however, we're running a few weeks behind, and it's creating a sense of urgency and level of anxiety among various offices within the county.

Jon stated that the county has many component units. The Cumberland County Industrial Development Authority (CCIDA) being another component. Jon stated that CAEDC provides administrative support to the CCIDA as well as their audit. The CCIDA's audit is also still in progress and is typically completed in April.

Jon commented that he wanted everyone to be aware of the situation and that it may require a special meeting of the Board. The hotel tax law does provide discretion to the county to withhold hotel taxes if an audit is not complete within the required time frame. Jon stated that we are continuing to work with the auditors to get this wrapped up as quickly as possible.

Janet Anderson, Executive Director, stated that there are a few things to gather for the audit but that she believes it will be ready for the next Finance Committee meeting on May 10th.

CAEDC RESOLUTION 2024-1 REC

On a motion by Kenn Tuckey, seconded by Morgan Rector, the Board approved the changes to the Operating Agreement.

Board Decision: Passed by majority vote

Commissioner Kelly Neiderer stated that she understood removing Mary from the committee, but thought it was necessary that she still be engaged with the REC Management Committee because of the collaboration that is possible between the 2 groups. She suggested that perhaps she could be on the Board.

Jon responded, without trying to speak for Mary, but his sense is that she would have the same concerns. Jon stated that he agreed to keep her updated and that the Board could invite her to participate, at least as a Liaison, at our board meetings. Jon mentioned that a discussion has been held with Buz Wolfe and Patrick Dennis about getting them involved in this committee due to their real estate and land development experience. Jon indicated that he or Janet would reach out to her and get her input. Kelly stated she thought that would be good.

LIAISON UPDATES *(Transcribed)*

Jon called on Kelly if she would like to provide an update.

Commissioner Kelly Neiderer:

From the county side, we continue to meet with all the departments, the Commissioners. As you know, we still have a looming budget deficit that we are managing. I'm really pleased that we have been able to find about 1.7 million dollars that we have removed from the initial budget. That will not be a part of our expense structure for this year. But more importantly, I guess I'm finding different things that are just nonsensical that I think, will help us moving forward, as

it relates to simple things such as: we were in a meeting the other day, and someone said, I need a position, but it's okay I'll pull it from over here. And I said, what does that mean? And they said, oh, we have a position that's been open for 4 and a half years and we haven't filled it. So, I'm going to use that position. Well, a position should not be open for 4 and a half years. You may not need that. So, we're looking at all of these other processes that have kind of just worked their way into a system. That, I think, makes it less effective than it otherwise could be. So, I'm excited that we're finding those things and improving the structure for that.

We have gotten a little bit of feedback on the food processing residuals. That's a big impact across the county. I believe it can potentially impact tourism if you've got smelly stuff all over the fields. I don't know if that's really going to help if people visit wineries or farm stands if it's unappealing.

There's a working group that's together the food residuals. They've got about 2, one or 2 more meetings left. It's going to be both enforcement fixes hopefully with DEP and they're also going to update their guidelines. The county is watching it very closely because it affects several people across the county as well as it may very much impact our conservation district. We'll see how that all shapes up.

I did attend the Reinvesting and Redevelopment Conference, and I knew Janet was there. I thought that was quite well done, and I was really excited to see all of the interest and the enthusiasm across the county for what's happening with development and redevelopment. So, it was great to be a part of that.

Additionally, I want to welcome Carol. We were delighted to appoint her to the Board as our liaison to the Executive Committee. She brings such a wealth of background with many government programs and just navigating some of the structure, and certainly with DCD, I think, will be immensely helpful for us. I think that's about it.

Kirk Stoner:

Good morning, everyone, good to see you. Welcome aboard to Carol. I remember way back in the day when I started with Cumberland County Economic Development I worked with Carol a lot back then. I remember, she instructed the basic course on economic development. So, quite a while ago, but good to see. Carol, I think, will make good contributions to the group.

From the county planning side, I have a couple quick updates. We are working on our county comprehensive plan getting ready to send that over to our consultant to put it in the final format.

I shared some of that with Janet yesterday, looking over some of the recommendations for economic development and I think, as I've mentioned before, we're not looking to reinvent the wheel on economic development. I would rather look and use your strategic plan and the actions included there to drive the economic development recommendations in the comprehensive plan.

We're also working on our land partnerships plan, which is our plan for parks, trails, and Greenways throughout the county, so that'll be finishing up about the same time as the comprehensive plan. We are looking for adoption of those likely at the same time.

Also working on I81. So, we've had some meetings with folks down at exit 37. A lot of pressure on that interchange right now and we're trying to figure out some opportunities to improve the interchange length in the ramps. None of these are cheap. We are trying to look at a long-term solution for some of the private sector interests. One thing Kelly didn't mention, and I want to follow up on was the facilities master plan, that the county is doing right now. We're looking at all our county facilities. Looking at the future needs, what buildings we should improve, buy, or build new. There's a survey that'll be coming out in a couple of weeks that I would encourage, especially this group who do business with the county and the courthouse to respond to let us know what you think about our facilities. Give us ideas for the future, so that we finish that plan up.

Final Point. Just a thought or maybe a plea for help. I don't know but when I look at economic development in the county... we have a lot of convenience stores, and I guess that's okay. By my account, we have 2 Rutters, 2 Sheetz and 3 Wawa's that are under planning, and some of those are within sight of one another. I see the need for convenience stores, but I think there's also a need for some higher quality economic development out there. So, I know this group is well situated to do that, we look forward to seeing some of the prospects that you come up with in the future. So that's all I have. Be glad to answer any questions anyone has.

George Book:

So good morning, everyone from the booming metropolis of Boiling springs. I'll keep it brief this morning. One big event that's coming up for the chamber is our Businesswomen's Forum next month in May. It will be a great day and partnership between the Carlisle Chamber and the West Shore Chamber. And again, we bring in a lot of other partners along the way. Very thankful to CAEDC for helping support those activities. So that will be happening next month.

And other than that, a big mixer tomorrow afternoon at the City Island-Harrisburg Senators and partnering with them to let people into the ballpark and hang out and get together and socialize. So, whether you believe it or not, networking is back. The C word (Covid) is gone, and we are back to normalcy. So come out and support your local chambers. We appreciate it.

Jon Cox asked, after each report, if there were any questions. There being no questions Jon moved to the Secretary's Report.

SECRETARY'S REPORT

John reported that John Rampulla, Board Secretary, was excused from the meeting as he is traveling. Jon stated that the minutes were included in your meeting packet, and he requested a motion to approve.

CAEDC Motion 2024-8-MIN

On a motion by Lauren Isch, seconded by Deb Pierson, the Board approved the minutes of the March 26, 2024, meeting.

Board Decision: Passed by majority vote

Jon called on Harold Brandt, Board Treasurer, for his report.

TREASURER'S REPORT

A. Finance Committee Report

Harold Brandt stated that he had a brief update. The Finance Committee did meet on April 12th and Jon updated the committee on the Audit. So, we know where that stands and that certainly is a priority for the Finance Committee. Harold stated that he is hopeful that we will have the audit completed by our next meeting on May 10th.

Harold stated that the Finance Committee took the following action: 1). approved a grant for Tritt's Laundry. Final approval is contingent upon Carlisle Historical Architectural Review Board and Cumberland County Housing Redevelopment Authority's approval and 2) moved money from the Money Market Account to Operations should the hotel payments be delayed because of the Audit.

Harold said that the good news is that Amey Sgrignoli, who was previously a Board member was asked to join CAEDC's Finance Committee. Harold stated that he and other committee members are excited to have Amey working with them again.

B. Financial Report for the period ending 03/31/24

Harold reported that these are great financial statements. The surplus will decrease as we work through our operating cycle, he said. These accounting issues will also resolve themselves with the extra hotel tax payment. Harold asked if there were any questions, there being none, he ended his report.

George Book asked if we really thought the hotel tax would be withheld. Commissioner Kelly Neiderer responded with the audit requirements and what the Commissioners are required to act upon.

Jon Cox added that Harold may not be aware since our last Finance Committee meeting, that Tritt's Laundry and Coffee Shop have hit the pause button on their project. The funds were CDBG dollars and there are certain job creation and retention requirements, federal contracting and procurement regulations that attach to those funds. I don't know if that is the reason, but we just found out late last week. We can find out more.

Jon asked for a motion to approve the financial reports.

CAEDC Motion 2024-9-FNL

On a motion by Ray Wolfe, Jr., seconded by Deb Pierson, the Board approved the Financial Reports for the period ending March 31, 2024.

Board Decision: Passed by majority vote

COMMITTEE UPDATES

Jon stated that the Finance Committee was already addressed by Harold. Jon called on Kristen if she wanted to give a brief update.

Kristen Rowe stated that the April Tourism meeting is being held on the 24th. We are discussing a sales grant tomorrow for a volleyball tournament coming to the area. The Tourism Committee approved 3 grants at the March meeting and those received final approval from the Finance Committee. Staff met with 12 additional partners on new projects, so we hope to see those coming soon in way of grant requests. Kristen stated that we also welcomed a new member, Alan Oliver, last month. Alan is with high hotels, and we're excited to have him on board. Kristen commented that we are also meeting with Big 33 today to discuss their coach's clinic, which is part of that grant.

Jon Cox stated that Lauren Isch has graciously agreed to Chair our Organization Development Committee, so that is fantastic. Thank you, Lauren, for stepping up in that capacity. Jon stated that this committee is moving to a quarterly meeting schedule. Lauren stated that the committee will be meeting once a quarter unless there's some other urgent business need that requires us to meet more frequently. Lauren stated that the next meeting will be held on Tuesday, May 14th. She stated that this is the committee's second meeting since the change of committee Chair. Lauren said that she hopes to have more to report to the Board in June.

Jon stated that he had one more update, and that is that Jason Reimer will be stepping down from the Board. Jason and his family will be moving away from the area. Jon said, we want to find another board member to fill his position, but we also need to work internally on identifying a successor for the Vice Chair position. Lauren and the Organizational Development Committee, Janet, the Executive Committee, and I will continue to focus our attention on this. Jon remarked everyone is aware that we are going through the process of identifying 2 additional board members to be appointed by the Commissioners and our goal is to expand that to 3 members. The Commissioners received 10 or so applications for the Executive Committee position, and we will, of course, include the applicants for that position in our consideration for those 3 board positions. Also considered will be our Alliance investors and committee members. So, more on that to come.

Jon thanked Lauren for her report and called on Janet for her report.

EXECUTIVE DIRECTOR'S REPORT

Janet Anderson highlighted CAEDC's activities and achievements for the month of March. That report is attached to these minutes and is part of the record.

Janet regrettably reported that Katie Gray has submitted her resignation. Katie is taking a federal government position and financially CAEDC can't compete to keep her on board. Janet indicated that she would like to meet with Carol Kilko to discuss the vacant positions.

Jon thanked Janet for her report and the details. George Book thanked Janet for participating as a panelist for an educational program on culture and workforce. George stated that there was a great turn out with great discussion, and he wanted to publicly thank Janet for her participation, knowing that she has a lot on her plate right now and appreciates her spending time talking to our members.

OTHER DISCUSSION

Jon opened the floor for any members having any updates, concerns, or questions. There being none, Jon welcomed Julie Koranda. Jon stated that these are very important contributions that Julie and Doreen are making and will make for the organization. He commented that we have our work cut out for us.

ADJOURNMENT

On a motion by Deb Pierson, seconded by Harold Brandt, the meeting was adjourned at 8:37 a.m.

CAEDC Board Report – April 2024

Prepared by: Janet Anderson, Executive Director

Highlights:

- One Tourism application was approved for funding in April.
 - Tourism Destination – Carlisle YMCA, Crush Volleyball Tournament
- Staff met with 4 potential Tourism Promotion, Recovery and Destination Grant applicants. It is anticipated that there will be 2-3 applications in May and that the funding will be depleted at that time. Discussions about refunding the grants are underway.
- Big 33 will hold the All-Star Football Game in May at Cumberland Valley High School.
 - In anticipation, a meeting was held at the Penn Harris to plan the Coaches Clinic in 2025 and 2026, this was required by the grant provided by CAEDC.
- The 2024 Beer Trail launched on April 4 with 30 business partners.
- Welcome bags were provided to the 150 attendees to the Society for Pennsylvania Archaeology Annual Conference.
- Trails launching in May and June include:
 - The Ice Cream Trail-May 23
 - The Foodie Flavor Trail-June 6
- Lodging Data shows West Shore properties with the highest occupancy in the county at 54.2% and Shippensburg with a close second at 53.7%.
- New Lodging Data for short term rentals data will be available some time after May when we sign a contract with a new vendor.
- The VisitCumberlandValley.com website and social media continue to perform well and increase views and followers.
- A new destination logo is in the final stages of development. The new logo will be shared at the board meeting in June.
- Staff participated in a working group in Newville aimed at moving the town forward.
- We continue to perform well with the press and have a PR report at the end of the Tourism Report for you to review.
 - PR is being tracked by a new agency, Critical Mention.
 - Staff hosted Rachel Kawate, Content Creator, for the Coffee and Chocolate Trail.
 - Staff partnered with Visit Hershey to bring Content Creators to Pine Grove Furnace.
- Marketing and Tourism staff attended several events and ribbon cuttings in the county.
- Marketing and Tourism staff attended a Simpleview Summit in Milwaukee, WI.
- CumberlandBusiness.com website is still under redesign and getting closer to a launch. In the meantime, content is no longer being added until the site is completed.
- Category 4 LSA grant program will open July 1, 2024, and run until September 30, 2024. Questions about the Business in Our Sites application for funding for the former Frog Switch site in Carlisle are coming in meaning that DCED is reviewing the application.
- RACP grants are being reviewed by the PA Office of the Budget and documents are being submitted to keep projects moving forward.

- Staff met with CCHRA staff to discuss process and responsibilities for CDBG Grant Funds that are held for CAEDC client projects. At this time there is \$310,377.50 available with \$110,377.50 that must be spent by June 2026.
- Staff reviewed loan portfolio; 20 active loans across 4 funding programs. All loans are current.
- Staff is very close to completing all required Engage! visits for the year ending June 30, 2024. We hope to get Griffin Means and the new Economic Development Director approved by the state in July to make calls.
- Staff attended the PREP/Engage! regional call to stay informed on updates.
- Staff sent out information to local businesses and non-profits about the Youth 6-week Internship Program that SCPAWorks and PA CareerLink will sponsor. There is no cost to the business/non-profit. Students selected will be paid \$15 per hour and PA Careerlink will pay all employment taxes.
- Grant extensions for two CYALDG existing grants have been approved.
- Banks are reaching out to introduce other bankers to CAEDC staff for understanding and to build relationships.
- Banks are starting to reach out to CAEDC to introduce their business customers to CAEDC staff for assistance in gap funding.
- 9 new legitimate clients reached out to CAEDC during April. Of these 7 were referred to SBDC for business plan or marketing assistance.
- Staff attended the Pennsylvania Economic Development Association Conference and met other CEDOs, economic development partners, staff at DCED, and legislators. Our own Jon Cox presented on Tax Exempt Financing.
- The Real Estate Collaborative, REC, has a signed sales agreement for the Tyco property in Carlisle.
- REC is still negotiating with Frog Switch on the purchase agreement for the property.
- REC is negotiating a purchase agreement for the former Kuhn property in Carlisle.
- The Business in Our Sites Grant is being closed out at the end of June. Staff is working on a final request of funds for work that has been completed and is eligible to receive the grant.
- Staff are working with the PRESTA software team to enter loan information into the system. We are scheduling meetings with our accountant, Kevin Benton and his team to link payments to the system so that all have real-time knowledge of any late payments and collection of fees. It will also aid in reporting to funders. Once this step is complete a meeting with our solicitor at Martson Law Firm will occur to aid in closing loans.
- Quarterly reporting to loan funding agencies (USDA and SSBCI) occurred as well as updating contact information at CAEDC.
- CAEDC Audit work continued during April with it being completed and accepted by the Board of Directors on May 15, 2024. It was a clean audit and has been submitted to the County.
- Submission of CAEDCs audit to funders and banks has been handled by staff.
- Cumberland County Industrial Development Authority, CCIDA, Audit work continued through April. The audit was completed in May and will be presented to the CCIDA Board of Directors on

May 29, 2024, for their acceptance and once approved will be provided to the County. It was a clean audit.

- Staff met with Representative Barb Gleim and her staff to talk about CAEDC and collaborating with clients/constituents when appropriate.
- Staff met with Madra Clay, DCED Regional Representative, to update on grants submitted for REC projects and she invited Staff to speak at an event with Secretary Siger at the Launch of Small Business Week.
- Staff met with the new representative at PPL, Kelly Palmer, to discuss opportunities to collaborate on projects.
- Staff participated in the Commonwealth's Launch of Small Business Week held in New Cumberland at the West Shore Theater followed by a tour of local businesses. This tour was coordinated by our own Don Kibbler.
- Staff participated in a panel discussion for workforce held by the West Shore Chamber called Mind your Business.
- Staff attended the CCHRA Reinvestment in Redevelopment hosted by the Cumberland County Housing and Redevelopment Authority along with members of the Real Estate Collaborative.
- Alliance Investor numbers are down as expected after changes to the benefits and levels. It is anticipated that these numbers will go up during the Golf Outing recruitment. The Engagement Subcommittee and staff are planning a meeting shortly to discuss options.
- Staff met with the new Cumberland County Treasurer to become acquainted and talk about opportunities to work together.
- Julie Koranda started this month and is being onboarded and learning where things are and how things work. We have been working on bank accounts to update access at 7 banks. She has been reviewing insurance and record retention. She is also learning our process for accounts payable and receivable.
- Katie Gray left her position as the Grant and Loan Administrator in April and Econ Partners, our consultant for state grants, has agreed to help during the transition. The position will be posted very soon.
- Staffing updates: Interviews for the Economic Development Director have been held and a candidate identified that will start July 1. Posting for the Loan and Grant Administrator will happen in late May or the first week of June. The last position to fill is the Workforce Manager, in the June/July timeframe.

UPCOMING CAEDC SPONSORSHIPS

- May 4: Shippensburg Beer and Wine Festival
- May 14: PA Parks & Forests Foundation
- May 15: Women's Business Forum with Cumberland County Chambers
- June 10: PRLA Hospitality Workforce Regional Showcase @ Penn Harris
- June 28: Carlisle Summerfair Opening Ceremonies @ Dickinson College

- Events:

- A roundtable focused on the experience trails will be held on May 7 at CAEDC offices.
- The Annual Tourism Event will be held June 10 at Messiah University.
- Alliance Diamond Level Event is being planned for Late Summer/Early Fall.
- Golf Outing, September 18 at Carlisle Barracks-please remember to provide a prize donation for the event.
- Economic Development Event Fall.