

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 – JUNE 25, 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.

IN PERSON/OR ZOOM BOARD OF DIRECTOR'S

Harold Brandt
Todd Campbell
Jonathan Cox
Patrick Dennis
Lauren Isch
Don Kibler
Kelly Neiderer
Deb Pierson
John Rampulla
Morgan Rector
Kenneth Tuckey
Ray Wolfe, Jr.

COMMUNITY LIAISONS:

George Book, WS Chamber of Commerce
Kirk Stoner, CC Planning Department

CAEDC STAFF WHO APPEARED BEFORE THE BOARD:

Janet Anderson, Executive Director
Kristen Rowe, Director, Destination Marketing
Doreen Edwards, Executive Assistant
Julie Koranda, Human Resources/Accounting Specialist

OTHER:

Carol Kilko, Executive Committee Member
R. Bradford Mills, Scheer Partners

HOTEL TAX

Jon updated the Board that the hotel tax payment was reinstated, and we anticipate receiving payments soon.

DESTINATION LOGO UNVEILED

Kristen Rowe provided an update on the status of the destination branding project and the proposed new logo for tourism promotion. She presented the new Cumberland Valley PA destination logo, which was designed to present the area in a more modern and visually appealing manner. The new logo will be unveiled at the upcoming annual tourism event on July 10. Following discussion, the Board asked Kristen and the team to follow up with our marketing consultant to confirm that the small "CV" logo is sufficiently distinct from the Cumberland Valley School District's logo so as not to cause confusion or concern over our use of the proposed logo in our marketing and branding efforts.

CAEDC ORGANIZATIONAL BRANDING DISCUSSION

The Board discussed the branding and marketing of the Cumberland Area Economic Development Corporation (CAEDC), with Kristen presenting the results of a brand study revealing confusion among stakeholders regarding the organization's name and logo. Our marketing consultant suggests unifying the organization's message under the Cumberland Valley brand and launching a new logo. Kristen introduced the proposed new logo. The Board also discussed the possibility of a new fictitious name for marketing purposes. The Board agreed to further consider these ideas and discuss them at a future meeting.

NOMINATIONS

The Executive Committee nominations were provided to the Board for approval and recommendation to the County Commissioners.

CAEDC Motion 2024-15-NOM

On a motion by Deb Pierson, seconded by Lauren Isch, the Board approved Carol Kilko, Kyle Miller and Curtis Voelker as nominees for vacant Board positions.

Board Decision: Passed by majority vote. Commissioner Kelly Neiderer abstaining.

LIAISON UPDATES

Commissioner Neiderer announced the discontinuation of the County's yard waste recycling program due to its inability to obtain insurance coverage for the program. She thanked Kirk Stoner and his team for their efforts, expressed her regret at having to end the program, and discussed the challenges of allocating funds to the ag preservation program amidst budget shortfalls. She emphasized the importance of finding a balance between ag preservation and affordable housing and announced her intention to delve deeper into this issue through surveys and discussions.

Kirk Stoner updated the Board on a recent presentation by the Sustainable Energy Fund to request approval of a "CPACE" financing program that could provide up to 100% financing for energy efficiency and water conservation projects for businesses. The program is being considered by the Commissioners. Kirk believed there were several active or upcoming commercial projects in the County that potentially could benefit from the program.

George Book mentioned the recent Putt into the Park event and upcoming Business Tool Box educational series, as well as a golf outing and mini-golf opportunity.

SECRETARY / TREASURER / COMMITTEE REPORTS

CAEDC Motion 2024-16-MIN

On a motion by Ray Wolfe, Jr., seconded by Kelly Neiderer, the Board approved the minutes of the May 28, 2024, meeting.

Board Decision: Passed by unanimous vote

John Rampulla presented key reports and updates, including the adoption of the 990 filing and the allocation of \$550,000 to the destination grant program. Rampulla then discussed the progress of the Policy and Planning Committee, highlighting their efforts to streamline administrative items for the strategic plan and review the Committee's priorities. The Board affirmed John Rampulla's report and commended the positive developments.

Harold Brandt highlighted the May financial statements and stated that CAEDC is ahead of budget on revenue and under budget on expenses for May, with a net positive of \$448,000.

Jon noted that there were no major changes from the REC Committee regarding the agreement with Frog Switch.

CAEDC Motion 2024-17-FNL

On a motion by John Rampulla, seconded by Lauren Isch, the Board accepted the financial statements for the period ending May 31, 2024.

Board Decision: Passed by unanimous vote

ACHIEVEMENTS AND STAFF UPDATES

Janet highlighted the team's achievements and updates, including the approval of 4 tourism applications, the launch of the 2024 foodie flavor trail and the upcoming family adventure trail, and the production of 280 overnight rooms for the Big 33 event. She also mentioned the redesign of the Cumberland business.com economic development website, updates to job descriptions for tourism and marketing staff, and the opening of the Category 4 LSA Grant program in July. Janet also announced the hiring of a new Economic Development Director, Greg Welker and that Julie Koranda officially became staff.

LEASE AMENDMENT PROPOSAL DISCUSSED

Janet and Jon reviewed with the Board an amendment to the office lease, adding 240 square feet for the Economic Development Director Office and 557 square feet of unfinished basement space for storage. This space was considered in the original lease for a second director position but until that position was filled CAEDC had a first right of refusal on the office space with the landlord.

CAEDC Motion 2024-18-LSE

On a motion by Lauren Isch, seconded by Deb Pierson, the Board accepted the Amended Lease Agreement for space located at 230 S Sporting Hill Road, Mechanicsburg, PA 17050.

Board Decision: Motion passed by majority vote.

ADJOURNMENT

There being no further business, the meeting was adjourned.