

*Officers:* Chairman, Jon Cox, Vice Chair, Kenn Tuckey, Secretary, John Rampulla, Treasurer, Harold Brandt, Delegate Member, Kelly Neiderer

*Directors:* Todd Campbell, Patrick Dennis, Lauren Isch, Don Kibler, Carol Kilko, Kyle Miller, Deb Pierson, Morgan Rector, Curtis Voelker, Ray Wolfe, Jr.

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## **BOARD OF DIRECTOR'S MEETING MINUTES**

**September 24, 2024**

ATTENDANCE: IN PERSON

### **BOARD OF DIRECTOR'S**

Jonathan Cox, Kenn Tuckey, Harold Brandt, Todd Campbell, Don Kibler, Carol Kilko, Kyle Miller, Kelly Neiderer and John Rampulla,  
**Excused:** Patrick Dennis, Lauren Isch, Deb Pierson, Morgan Rector, Curtis Voelker, and Ray Wolfe, Jr.

### **CAEDC STAFF / OTHER**

Janet Anderson, Executive Director; Kristen Rowe, Director, Destination Marketing, Greg Welker, Director, Economic Development,  
Julie Koranda, Human Resources/Accounting Specialist, Doreen Edwards, Executive Assistant and  
George Book, West Shore Chamber of Commerce

### **CHAIRMAN UPDATES**

There were no updates or public comments.

### **LIAISON UPDATE**

Commissioner Kelly Neiderer updated the Board on the following items:

- Budget
- Election
- Planning at the County Level – working on a long-term plan for facilities and services
- The Board's stance is that there may be a need for reassessment in the future, but the timing of this is uncertain. We are in the process of implementing technology that will streamline and reduce the cost of the reassessment whenever it becomes necessary.

George Book updated the Board on events that occurred following the last board meeting and upcoming events. George reported that things are going great with the county, and it continues to grow. He is looking forward to upcoming events in December.

### **SECRETARY'S REPORT**

#### **CAEDC Motion 2024-26-MIN**

On a motion by Harold Brandt, seconded by Carol Kilko, the Board approved the August 27, 2024, minutes. Board Decision: Motion Passed.

### **TREASURER'S REPORT**

The Board discussed the following items:

- Financial Statements, covering revenue, expenses, and hotel tax.
- Finance Committee's Loan approval for Freedom Physical Therapy.
- Grand Illusion Clawback status
- Mid Penn Bank - CD RFP

#### **CAEDC Motion 2024-27-FNL**

On a motion by John Rampulla, seconded by Kelly Neiderer, the Board accepted the Financial Statements for the period ending 08/30/24. Board Decision: Motion Passed.

## **2024 LSA CATEGORY 4 GRANT APPLICATIONS**

Greg Welker, ED Director, reviewed Resolution 2024-LSA CAT 4 -1, its current projects and that Janet Anderson and Kristen Rowe be the officials to execute all documents and agreements between CAEDC and the Pennsylvania Department of Community and Economic Development to facilitate and assist in obtaining the requested grants.

### **CAEDC Resolution 2024-LSA CAT 4-1**

On a motion by Todd Campbell, seconded by Kelly Neiderer, the Board approved Resolution 2024-LSA CAT 4-1. Recused: Kenn Tuckey, Jon Cox, and Kyle Miller. Board Decision: Motion Passed.

## **COMMITTEE UPDATES**

The Chair reported on the progress of various projects and initiatives through the REC Committee, such as:

- TYCO project progress
- GMS Agreement and PA Sites Application
- Community-Wide Assessment Grant
- Frog Switch

Kristen Rowe updated the Board on a new commercial that will be recorded and will be on all live-streaming platforms. It will hit targeted areas in Pittsburgh, Philadelphia, and Baltimore Maryland / DC areas.

## **EXECUTIVE DIRECTOR'S REPORT**

### **CAEDC Motion 2024-28-RAC**

On a motion by Todd Campbell, seconded by John Rampulla, the Board ratified the RACP approval of the Penn Harris Hotel Redevelopment Project. Board Decision: Motion Passed.

Janet Anderson highlighted CAEDC's activities and accomplishments for August. Her report is attached to these minutes and is part of the record.

## **BOARD DISCUSSION**

Janet updated the Board on CAEDC's Right-to-Know Policy. The solicitor has reviewed the policy and minor tweaks are necessary.

### **CAEDC Motion 2024-29-POL**

On a motion by Todd Campbell, seconded by Carol Kilko, the Board approved the Right-to-Know Policy contingent on the solicitor's final review and approval.

## **ADJOURNMENT**

On a motion by Carol Kilko, seconded by Kelly Neiderer, the meeting was adjourned.

# EXECUTIVE DIRECTOR'S REPORT

## CAEDC Board Report – August 2024

Prepared by: Janet Anderson, Executive Director

### Highlights:

- Two Tourism Promotion, one Destination Sales grant, and one Tourism Recovery grants were approved in August totaling \$141,734 in funding.
- 2024 Budgeted Tourism funding remaining is \$345,419 after the infusion by the board in July.
- Trails continue to do well; the Ice Cream Trail will end on September 3 with over 2,264 sign ups and over 3,260 check ins.
- CVVB is turning the Carlisle Historic Wayside Markers into a digital passport in partnership with Historic Carlisle.
- Traffic to the VisitCumberlandValley.com website has increased 25% over last August. In July it was 22% over the previous year. The most viewed page was Where the Week Ends ad.
- According to the National Travel and Tourism Office, “hotel demand has plateaued about 2% below pre-pandemic levels”. International travel is impacting hotel demand. Outbound trips by US residents are up 11% (8% ahead of 2019) while inbound international arrivals remain 10% below 2019 levels.
- STR Data also shows hotel occupancy down 3% in Cumberland Valley when looking at our 8-county region we are right in the middle. We tend to have much smaller swings compared to others around us.
- Air DNA data (short term rental properties) also show a 1.1% decrease in occupancy compared to last year.
- Relic prepared a summer themed photo shoot working with Hartman Benzon, a local Harrisburg company.
- Staff attended several partner meetings and events.
- Staff are preparing one (1) loan application for the September meeting. This loan will utilize two CAEDC funding streams and the partner bank is LINKBANK.
- Seven (7) Category 4 LSA grant applications were received and will be submitted in September.
- Staff met with 5 potential LSA Statewide grant applicants. The window to submit is September 1 through the end of November. All applications are to be delivered to CAEDC by November 1.
- Three existing RACP cooperation agreements are being prepared for consideration by the County soon.
- No CAEDC loans are in default. All PIDA Loans are current with one still having a small balance at the end of August. As a CEDO, Certified Economic Development Organization, for the county we are the intermediary that does collections on behalf of the state until the state takes legal action.
- Staff met with several Economic Development Partners in August including EDC Finance Corporation of Lancaster County (SBA 504 Partner), Univest Bank, F&M Trust, Ben Franklin Technology Partners (PREP), Carlisle Chamber of Commerce, Shippensburg Chamber of Commerce, Mechanicsburg Chamber of Commerce, CREDC (PREP), SBDC (PREP), and USDA.
- Griffin Means has been selected and is participating in the Dame Leadership Program.
- Staff scheduled a Cumberland York Local Defense Group, CYALDG, meeting on September 12 at the CAEDC offices. This will be the first meeting of the group since before COVID.

- Staff are planning an event to kick off C-PACE (Commercial Property Assessed Clean Energy Program) in Cumberland County. CAEDC's role would be the marketing of the program to local businesses that are updating their facility for the saving of energy or water conservation. The launch is being planned for early November.
- The final reimbursement for the former Tyco property BOS Grant was prepared and submitted in the amount of \$42,981. The grant expired on June 30, 2024.
- A reimbursement for the former Tyco property BOS Loan was prepared, submitted and funded in the amount of \$50,000.
- REC signed a purchase agreement for the Frog Switch property with a due diligence and equipment removal period. Closing is expected in May of 2025.
- A draft budget is being prepared for the September Finance Committee Meeting. It is anticipated that the board will review the budget in November.
- Onboarding of Economic Development Grant Specialist, Romina Altez-Nunez took place.
- A presentation to County Commissioners is scheduled for September 4. The PowerPoint was submitted at the end of August.
- CAEDC Items to Watch
  - A Working Session with the Board of Directors at September Board Meeting
  - A destination commercial is being worked on with Relic
  - Staff is reviewing demos for better understanding tourism data/trends; staff will select a new vendor to replace Arrivalist
  - Tourism staff will attend the American Bus Associations Marketplace in Philly in February 2025
  - Sales trips to Virginia and Pittsburgh during October and December 2024
  - CAEDCs website, Cumberlandbusiness.com, launches September 4, 2024
- Events:
  - Golf Outing, September 18 at Carlisle Barracks
  - C-Pace Launch Meeting-early November
  - Economic Development Event Fall-November 13 with DCED Secretary Seiger.
  - Alliance Founders/Diamond event is being planned.
  - Board/Committee Holiday Event-December