

*Officers:* Chairman, Jon Cox, Vice-Chair, Carol Kilko, Secretary, John Rampulla, Treasurer, Harold Brandt, Delegate Member, Kelly Neiderer

*Directors:* Todd Campbell, Patrick Dennis, Lauren Isch, Don Kibler, Kyle Miller, Deb Pierson, Morgan Rector, Kenn Tuckey, and Curtis Voelker

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**BOARD OF DIRECTORS MEETING MINUTES**  
**June 24, 2025 @ 8:00 a.m.**

**MINUTES**

**ATTENDANCE:**

**Board of Directors**

Jon Cox, Carol Kilko, Harold Brandt, John Rampulla, Kristine Becker, Todd Campbell, Lauren Isch, Kyle Miller, Kelly Neiderer, Deb Pierson, Morgan Rector, and Curtis Voelker

**Excused:** Patrick Dennis, Don Kibler, and Kenn Tuckey,

**Board Liaisons / Other:**

Kirk Stoner and Commissioner Gary Eichelberger

**CAEDC Staff in Attendance**

Janet Anderson, Executive Director, Greg Welker, Director, Economic Development, Ashley Kurtz, Tourism Development Manager, Julie Koranda, Finance and HR Manager, and Doreen Edwards, Executive Assistant

**CHAIRMAN UPDATES**

The meeting was called to order by Chair Jon Cox, and he welcomed everyone. There was no public comment. Congratulations were extended to Janet Anderson for being nominated for the West Shore Luminary Award.

**BOARD LIAISON UPDATES**

**Commissioner Kelly Neiderer shared several updates from the county:**

*Budget Overview:*

- The County continues monitoring budget developments at both the Federal and State levels. The funding structure presents challenges, especially with uncertainty at the State and Federal levels.
- Out of a \$300 million total county budget:
  - \$111 million is controlled through local taxes and fees.
  - \$23 million comes from Federal funding, and the remainder is State funding, making up the bulk of the budget for programs and services.
- Budget planning begins in August. Commissioner Neiderer stated that, given the uncertainty surrounding the State budget, there have been discussions of a possible incremental budget being approved. She said that despite the uncertainty, the County continues to plan.

*Strategic Initiatives:*

The County is advancing its strategic planning efforts.

- A grant application has been submitted to DCED (Department of Community and Economic Development).
- The Facilities Master Plan is underway. A long-term study to prepare for growth through 2043 and beyond.

*Community Event Announcement:*

- Public Safety Summer Fair – an event geared toward children and families:
  - Friday, June 27<sup>th</sup> 10 AM – 2 PM on Clairmont Road
  - Attractions may include a lifeline helicopter, a military helicopter, fire trucks, and more.

**Kirk Stoner shared updates from the County Planning Department**

*Outdoor Recreation & Environmental Updates*

*Return on Environment Report*

- Date/Time: Thursday, June 26 at 10:30 AM

- Location: Planning Office
- Partner: Audubon
  - **Details:** Update of the 2015 "Return on Environment" report. This study evaluates the economic value of our natural resources—such as wetlands, riparian buffers, and groundwater—by assigning a dollar value to the benefits they provide. Kirk noted that the original study was completed in 2015, and this update serves as a reminder of these vital resources.

#### *Land Partnerships Plan*

Kirk commented that their office is nearing completion of the county's Land Partnerships Plan, which is expected to wrap up in the next couple of months. He stated that the plan is supported by the Land Partnerships Grant Program, which helps fund implementation efforts. The grant program is financed through the statewide Marcellus Shale Legacy Fund. The county is looking forward to the opportunity to fund local projects. Kirk requested that if CAEDC has a project that aligns with this initiative or if partner organizations are working on relevant efforts, please connect with his office.

### **SECRETARY'S REPORT**

John Rampulla updated the Board on any action or updates that arose from the previous meeting.

#### **CAEDC Motion 2025-18-MIN**

On a motion by Deb Pierson, seconded by Carol Kilko, the Board approved, with one change, the minutes for the May 27, 2025, board meeting. [*Change: Sidewalk to Site Walk*]

Board Decision: The motion passed.

### **TREASURERS REPORT**

Harold highlighted the organization's financial statements as of May 31, 2025. Harold stated that there is a notable variance from the budgeted amounts on the income statement. This difference is primarily due to the LSA grant funds, which flow through CAEDC. He noted that these funds create a temporary spike in revenue. He said that the finance memo also references delinquent hotel tax payments that the County had collected from prior months. The exact months or sources of the delinquencies are unknown.

#### **CAEDC Motion 2025-19-FNL**

On a motion by Kristine Becker, seconded by Deb Pierson, the Board accepted the Financial Statements for the period ending May 31, 2025.

Board Decision: The motion passed.

Kristine Becker shared observations on the current status of the hotel business, specifically whether activity appears to be lagging or remaining steady. Kristine Becker shared that her property uses a program called Agency 360, which helps track hotel bookings, identify market trends, and analyze business versus leisure travel. The tool pulls data from major hotel brands and provides insights into competitors, travel agencies, and booking patterns across the region, including Harrisburg, Hershey, and York. She commented that Agency 360 uses rate codes to categorize travelers (e.g., corporate, government, or leisure), and the data is used to guide weekly and monthly revenue strategies for her property. Kristine highly recommended the Agency 360 program and noted it could be a valuable tool beyond just hotel operations.

### **COMMITTEE UPDATES**

#### *Finance Committee:*

Harold updated the Board, stating that the committee received an update on existing grants, with no new grants presented for approval. He indicated that one loan request was reviewed and approved. A Tourism Infrastructure Loan Fund (TILF) loan for \$133,000 to support HVAC replacement at the Carlisle Expo Center, an affiliate of Carlisle Events. Jon provided the project overview, stating that loan approval reflects a positive use of the TILF program, which has seen limited activity. Final documentation and closing are expected in the coming weeks.

#### *Tourism Committee:*

Ashley stated the Tourism Committee has been actively reviewing grant applications since launching its programs in August 2023 and is now considering several potential changes based on nearly two years of experience. She provided the following information:

#### *Potential Program Changes (Not Final):*

- Tourism Recovery Grant (created in response to COVID-19) is likely to sunset.
- Destination Sales Grant will be reviewed, but no major changes are expected; however, discussions are ongoing.

- Tourism Product Development Grant:
  - Proposed increase in the maximum request from \$250,000 to \$500,000.
  - Clarified funding priorities, especially for restaurants, which will now be expected to align with group business, agritourism, or outdoor recreation to be eligible.
- A new small-scale grant program may be developed:
  - This program could address the gap between the sunset recovery grant and the \$25,000 minimum for the product development grant.
  - Aimed at supporting smaller-scale efforts that still make a meaningful impact on the hospitality and tourism sector.

#### *REC Committee:*

##### *Frog Switch Property Update:*

- REC officially closed on the Frog Switch property at the end of May, as previously announced.
- A site walk was conducted with representatives from the borough, county, and Frog Switch board and staff.
- REC is preparing a Request for Proposals (RFP) for an owner's representative/project manager, who will help develop further RFPs for:
  - Demolition
  - Site security
  - Site stabilization
- Collaboration with the borough has been productive. Discussions are underway to pause proposed changes to the demolition ordinance until more project information becomes available. No assumptions are being made yet about which buildings may be viable for reuse.
- The Phase 2 environmental review is in progress, with anticipated completion by year-end.
- REC has extended BL Companies contract to support the review of:
  - Phase 2 plan, and
  - Hazardous building materials inventory
- To improve transparency and public engagement, a dedicated page on the economic development website is being developed to provide regular project updates for the community and stakeholders.
- Retention of Frog Switch Head of Operations, Dan Gibbs.

#### *Tyco and Kuhn Property Updates:*

Jon stated that there are no updates on the Kuhn Property. The Brokerage agreement with Landmark has been extended for an additional 6-month period. Jon reported that the Tyco project is currently on hold until the developer receives a response from the Pennsylvania Housing Finance Authority regarding their application for low-income housing tax credit.

### **EXECUTIVE DIRECTOR'S REPORT**

Janet shared key highlights from the Board Report provided in the Meeting Packet:

- *20th Anniversary:*
  - 20th anniversary logo now in use.
- *Tourism Marketing & Promotion:*
  - Tourism staff partnered with Visit PA for digital ad placements in target markets (Pittsburgh, Washington, D.C., and Philadelphia).
  - Sponsored a bus tour at the Mid-Atlantic Tourism PR Alliance in collaboration with Hershey and Destination Gettysburg.
- *Events & Economic Impact:*
  - Big 33 Football Classic (May 25): 8,500 attendees, 300+ hotel room nights, and a \$1.46 million tourism impact.
  - Ice Cream Trail Launch (May 23): 1,228 signups and 570 check-ins in just a few days — a 51% increase in signups and 174% increase in check-ins compared to the prior period.
- *Communications & Public Interest:*
  - Most clicked newsletter link: *Frog Switch announcement*.
  - Most engaged social media post: *Lieutenant Governor's Frog Switch announcement*.
- *New Initiatives:*
  - Initial planning began for a Revolutionary War Trail in partnership with USAHEC and the Cumberland County Historical Society.
- *Funding & Grants:*
  - Awaiting announcement of \$250,000 in CDBG funds from CCHRA.

- Awarded \$500,000 EPA Brownfields Assessment Grant (countywide, not specific to Frog Switch), with rollout expected in the fall.
- CYLDG grant extensions approved for one more year to advance local defense-related projects.
- *Operational Updates:*
  - Two loans were paid off in May, and associated liens were released.
  - Congratulations to Matt Simmons for completing Leadership Cumberland Program.
  - Received and submitted Act 18 legal opinion to county commissioners.

## **OTHER BUSINESS**

### *CAEDC Policies - Discussion*

- Capitalization & Depreciation Policy (increase from \$3,500 to \$5,000)
- Contract & Agreement Policy (a.k.a. Signature Authorization Policy)
- Fund Balance Policy
- Records Retention Policy

All policies were reviewed and approved by the Executive Committee in May. External accountants (SDK) reviewed and approved them. Policies are mostly unchanged since 2023, except for the updated capitalization threshold. Postpone adoption until the July meeting to allow full review and include redlined versions.

- Policies under review do not apply to the Real Estate Collaborative (REC).
- REC operates under separate delegated authority with its own management group and signing structure.
- The CAEDC board retains oversight through appointments to the REC management group.
- Bylaws currently require County Commissioner approval for any organizational debt.
- Proposed bylaw updates to:
  - Clarify authority thresholds (e.g., leases, long-term obligations).
  - Establish clearer financial thresholds to reduce administrative bottlenecks.
- Ongoing coordination with Commissioners and legal counsel to finalize these changes.

### *Committee Structure Updates*

- Draft committee roles and responsibilities have been reviewed by the Executive Committee; further refinements are necessary before Board review.
- Proposal to eliminate the Policy & Planning Committee and reassign functions to the Executive Committee.
- Proposal to establish new committees:
  - Economic Development Committee
  - Loan Committee
- Agreement that strategic plan accountability is a board-level function.

Discussions were held to hold a 2025 Board Fall Workshop to revisit strategic planning and objectives.

## **ADJOURNMENT**

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