

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

BOARD OF DIRECTORS IN PERSON MEETING

April 22, 2025 @ 8:00 a.m.

MINUTES

ATTENDANCE:

Board of Directors

Jon Cox, Carol Kilko, John Rampulla, Todd Campbell,
Patrick Dennis, Lauren Isch, Don Kibler, Kyle Miller, Kelly Neiderer, Deb Pierson,
Morgan Rector, Lauren Isch, Kenn Tuckey, and Curtis Voelker

Excused: Harold Brandt

Board Liaisons / Other:

Gary Eichelberger (zoom), Nicole Deary (zoom), Wendy Kipe (zoom),
Kirk Stoner (zoom), and Jeffrey Sturek (in person)

CAEDC Staff in Attendance

Janet Anderson, Executive Director, Greg Welker, Director, Economic Development,
Ashley Kurtz, Interim Marketing Director, 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.

Jon welcomed and introduced Kristine Becker, the newest board member, recently appointed by the County Commissioners.

Kristine provided some background information on herself indicating that she serves as Director of Sales and Marketing at the SpringHill Suites by Marriott in Camp Hill and brings over 30 years of experience in the hospitality industry. She expressed enthusiasm for her new role, sharing her affection for the West Shore area and her background in hospitality and community engagement.

BOARD LIAISON UPDATES

Commissioner Kelly Neiderer shared several updates from the county:

- Highlighted the YWCA's anti-human trafficking event, emphasizing a growing concern with trafficking activity shifting to Airbnb properties.
- Recognized the County's forensic lab, which received praise during a recent Governor's press conference for its assistance in a high-profile investigation.
- April was recognized as Child Abuse Prevention Month, with symbolic flag installations at the courthouse representing abuse incidents and fatalities.
- Announced a Childcare Town Hall Meeting for May 29, hosted by the Cumberland County Commission for Women, aimed at addressing affordable childcare through business-led solutions.
- May 20 Primary Election, encouraging voter participation and mail-in ballots.

She concluded with an update on the state budget, noting that it may be some time before a state budget is passed.

Nicole Deary, CEO of the Carlisle Chamber, expressed thanks for CAEDC's support in promoting the recent Career and Job Expo, which welcomed over 650 attendees, including 200 students and 50 employers. She also provided a rundown of upcoming events:

- State of Education Forum featuring four local school superintendents.
- Businesswomen's Forum (May 14) at Messiah University, expecting 300+ women attendees.
- State of Higher Education Panel (May 20).
- Chamber Golf Outing (June 2) and a Women's Guided Golf Event (June 27).
- Regular networking mixers, including one at Dickinson College and another at Denim Coffee.

Kirk Stoner, Cumberland County Planning Director, shared planning-related updates. He discussed a recent panel at Shippensburg University about economic and environmental development, which included participants from the Clean Air Board, Allen Distribution, and other organizations. Kirk also mentioned ongoing collaboration with York County and Lancaster on outdoor recreation economic impacts. As part of that effort, he will coordinate with CAEDC to better quantify local economic outcomes from trail and park investments. Kirk noted that a meeting was held regarding I-81 Exit 37 ramp improvements and appreciated the opportunity to attend the Frog Switch site tour.

Wendy Kipe from the Shippensburg Chamber outlined several community events:

- May 1 Joint Chamber Mixer at Volvo in Shippensburg
- May 15 Lunch & Learn with the Shippensburg Borough Police Department
- June Mixer at the Shoebox Supply Warehouse, a key site for Operation Christmas Child
- Monthly "Wisdom Wednesday" education sessions for members

Wendy also reported that the Chainsaw Carvers Festival recently wrapped up after three sunny and successful days, featuring 30 carvers from across the U.S.

SECRETARY'S REPORT

John Rampulla summarized the key board actions from the prior month:

- Approved an increase in funding to the Carlisle YMCA, from \$850,000 to \$860,000.
- Received and accepted the 2024 audit report from SEK, which concluded with a clean (unmodified) opinion.
- Approved the CAEDC–CCIDA Administrative Agreement, including fee structures and marketing support clarifications.

CAEDC Motion 2025-14-MIN

On a motion by Don Kibler, seconded by Deb Pierson, the Board approved the minutes for the March 25, 2025, board meeting.

Board Decision: The motion passed.

TREASURERS REPORT - Julie Koranda (on behalf of Harold Brandt)

Julie highlighted the organization's financial statements as of March 31:

- Received \$280,000 in hotel tax revenue—\$56,000 above expectations, reflecting strong December activity.
- Net performance is \$159,000 ahead of budget, with overall revenues exceeding projections by \$100,000.
- Invoicing and budgeting alignment continues to improve and is showing positive momentum, with increased staff involvement this year—though it remains a work in progress.

CAEDC Motion 2025-15-FNL

On a motion by Carol Kilko, seconded by John Rampulla, the Board accepted the Financial Statements for the period ending March 31, 2025.

Board Decision: The motion passed.

Finance Committee Update – Jon Cox (on behalf of Harold Brandt)

The Finance Committee recently approved several grants:

- Event Café (New Cumberland)
- Additional support for SpleX and Moonbird Distillery (related to prevailing wage increases)
- Discussions are ongoing regarding a potential clawback related to the Grand Illusion closure, pending whether the new restaurant tenant reopens the CAEDC-funded escape rooms.

Jon reported on the Keystone Aquatics facility, which the Carlisle YMCA is now exploring after South Middleton Township opted not to proceed. CAEDC may support acquisition efforts via low-interest loans and tourism infrastructure grants.

Jon thanked Janet and the CAEDC staff for organizing a successful Annual Report Event on April 11th.

COMMITTEE UPDATES

Ashley shared that tourism grants are under review. The Tourism Recovery Grant may sunset soon, with discussions underway to create a simpler replacement application. Other grant types such as Destination Sales and Product Development will likely continue with minor refinements.

Jon Cox added that the National Park Service land exchange involving Scott Farm (Appalachian Trail) is being monitored for potential historic and tourism-focused redevelopment.

Jon also reported that the REC Committee is moving forward with the Frog Switch property acquisition, with the closing date targeted for May 28. Due diligence is progressing well, with a draft Phase One environmental report received and the ALTA survey nearing completion.

EXECUTIVE DIRECTOR'S REPORT

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

- Meal Madness 2024 was a huge success with over 60,000 votes; Valley Bistro won for the second time.
- A new Carlisle History Walk was launched in partnership with Historic Carlisle, featuring a low-cost, non-food trail.
- Plans for Travel & Tourism Week (May 4–10) include welcome center tables at interstate rest areas.
- The CAEDC Visitors Center participated in History on High's ribbon cutting.
- New highway signs are planned in collaboration with Carlisle Borough.
- Applied for CDBG funds to support business hiring initiatives for low-income residents.
- Transitioned to Presta loan software, enabling ACH collections.

Additional updates:

- New Director of Tourism: Laura Delaney begins May 12.
- CYALDG (Local Defense Group) grant work is moving forward with \$150,000 across two approved grants.
- Partnership fee invoices - beginning in July.
- CAEDC and CCIDA audits have been completed and submitted to the county.

Janet encouraged feedback on the new board report format and reminded board members to collect their personalized appreciation mugs if they were unable to attend the Annual Update Event on April 11th.

OTHER BUSINESS

Jon Cox noted that policy documents are being updated. The Policy & Planning Committee will assist with reviews, and finalized drafts will be circulated to the full board for approval.

ADJOURNMENT

On a motion by Don Kibler, seconded by Deb Pierson, the meeting was adjourned.