

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 MEETING MINUTES
July 22, 2025 @ 7:30 a.m.

MINUTES

ATTENDANCE:

Board of Directors

Jon Cox, Carol Kilko, Harold Brandt, Kristine Becker, Todd Campbell, Patrick Dennis, Don Kibler
Kyle Miller, Kelly Neiderer, Deb Pierson, Morgan Rector, Kenn Tuckey, and Curtis Voelker

Excused: John Rampulla and Lauren Isch

Board Liaisons / Other:

Kirk Stoner, Wendy Kipe, Mary Kuna, George Book, and Commissioner Gary Eichelberger

CAEDC Staff in Attendance

Janet Anderson, Executive Director, Laura Delaney, Director, Tourism and Marketing,
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 at 7:31 a.m. by Chair Jon Cox, and he welcomed everyone. There was no public comment.

BOARD LIAISON UPDATES

Commissioner Liaison – Kelly Neiderer

- The state budget is still pending.
- Strategic planning process underway; vendor selected, and contract executed. The Courts are now being incorporated into the planning process for the first time, given their significant cost impact, and she is looking forward to the collaboration and engagement. Public outreach and surveys will be part of the process; the Board will be engaged when those begin. She stated that the review of the facilities study for both short-term and long-term planning continues.

Kirk Stoner – Cumberland County Planning Department

- Land Partnerships Plan: Covers parks, trails, greenways, and open space. Will be reviewed by Commissioners the first week of August, with public comment from August to September, and adoption targeted for early September.
 - \$650,000 available through the Land Partnerships Grant Program for resource protection, open space, parks, and trails. The planning department is considering focusing on larger, regional projects rather than many smaller ones.
- I-81 Improvements:
 - Discussion with PennDOT about Carlisle area improvements, including auxiliary lanes between Exits 44 and 52, with priority between Exits 47 and 48. Kirk noted high safety concerns at Exit 47 northbound on-ramp. He also emphasized that prioritizing key improvements is due to high costs. He stated that a public meeting is anticipated this fall.

Mary Kuna - Housing & Redevelopment Authority

- Current focus: property maintenance and curb appeal upgrade for public housing.
- Court hearings scheduled for blighted property conservatorship cases; streamlining the process for municipalities.
- Successes have often been achieved through voluntary compliance.

- Working to merge certain nonprofit entities under the Authority.
- CDBG award letters to be sent; list will be posted online.

Wendy Kipe - Shippensburg Chamber of Commerce

- Revitalization and Connectivity Plan is 70% complete.
- New stage being installed beside Coy Public Library.
- Rails-to-Trails project progressing through permitting.
- Chamber welcomed 20 new members in 2025; launched Ambassador Program with three young professionals.
- Upcoming Events:
 - Back to School Family Fun Day – August 9 (free event with supplies, lunch, and entertainment).
 - Shippensburg Beer & Wine Festival – September 20 (tickets on sale).
 - Wisdom Wednesdays – Monthly educational series; current topic: AI.
 - Upcoming ribbon cutting at new playground in partnership with Strickler Agencies.

George Book – West Shore Chamber of Commerce

George updated the Board on upcoming events as follows:

- July 30: Hosting “Hands-Only CPR & Stop the Bleed” course.
- August 14: Mixer at JDK Catering.
- August 26: Encompass Health Morning Mixer.
- September 4: Luminary Awards (Mary Kuna and Janet Anderson nominated).
- September 11: Cumberland County MegaMixer at Members 1st Headquarters.

Jon Cox informed the board that the Category 4 LSA Grant Applications are open effective July 1; internal deadline August 31. One application has been received so far.

SECRETARY’S REPORT

CAEDC Motion 2025-20-MIN

On a motion by Carol Kilko, seconded by Kristen Becker, the Board approved the June 24, 2025, meeting minutes.

Board Decision: The motion passed.

TREASURERS REPORT

Harold reviewed the financial statements for the period ending June 30. He highlighted the following:

- “RCAP” appears as both a revenue and expense item. This reflects CAEDC acting as a conduit for these funds. In July, \$1,950,000 flowed through this account, and approximately \$2.6 million has flowed through year-to-date. CAEDC reports on a cash basis, so these pass-through funds must be recognized on the income statement, though they ultimately net out.
- Hotel tax is 12% ahead of budget.

CAEDC Motion 2025-21-FNL

On a motion by Don Kibler, seconded by Morgan Rector, the Board accepted the Financial Statements for the period ending June 30, 2025.

Board Decision: The motion passed.

COMMITTEE UPDATES

Finance Committee:

Harold updated the Board, stating that the committee approved a loan for a business opening in Shippensburg for \$70,000. Laura Delaney provided the committee with a great recap of where CAEDC stands with its grant program.

Tourism Committee:

Laura stated that the Tourism Committee will be meeting next week to continue reviewing the restructuring of the Grant Program. Once that task is complete, the grant review process will change from monthly to quarterly.

REC Committee:

Frog Switch Site Update

- A fire occurred at the Frog Switch property but was quickly contained with minimal damage. Repairs to the roof have been completed.

- The cause of the fire was ruled accidental/incidental, though the final report is pending.
- Staff are developing a microsite for public project updates and preparing to schedule public meetings.
- Phase 2 work continues and is expected to be completed by year-end.
- The Borough introduced a demolition ordinance affecting properties of size and historical value, including Frog Switch. However, the Borough has tabled the ordinance until October, allowing more time to complete Phase 2.
- Staff are managing ongoing property maintenance and utilities.

EXECUTIVE DIRECTORS REPORT

Janet Anderson provided her Board Report, highlighting the following information:

Tourism & Marketing Update

- Big 33 Impact: Economic impact estimated at \$1.46M (up from \$1.03M in 2023). Attendance increased to 8,500 (from 8,000). Room nights tracked doubled from 300 to 600.
- TV commercials, paid social media ads, full-page directory ads, and digital/mobile ads through geofencing.
- Vehicle wraps promoted events in Pittsburgh.
- Campaigns drove traffic to Expedia, Hotels.com, and the visitors' guide.
- Secured the Society of American Foresters conference (200 room nights) and in discussions with the Military Reunion Network
- Visitor Profile study presented; QR code provided for full report.

Trails & Influencers

The region's trails continue to perform strongly and attract both local users and out-of-town visitors. Efforts are underway to make the trail system more meaningful and engaging for visitors traveling to the area.

- Marketing initiatives have included bringing in social media influencers to experience and promote the Beer Trail and Ice Cream Trail, resulting in increased online traffic and awareness.
- Additional influencers are scheduled to visit in August. The Board will be invited to an event offering an opportunity to meet them and help shape the impressions they share with their audiences.
- Todd Campbell shared ideas for future trails, which will be further researched.

Overall, trails remain a growing asset for tourism and economic development, with a focus on leveraging them as signature experiences for visitors.

Economic Development Update

- Three LSA Grants closed in June.
- A TILF loan for \$133,000 was approved for Carlisle Events.
- Several new loan applications in the pipeline; increased community referrals.
- Awaiting state budget for RACP itemization.
- Annual Grant/or Loan fee collections for IDA and CAEDC are underway.
- Two new Foreign Trade Zone applications were presented for Schuylkill County.

America 250 Update

- CAEDC will set aside \$20,000 to sponsor American 250 events.
- A local artist rendering a commemorative bell will be submitted to the state for consideration.

OTHER BUSINESS

CAEDC Policies:

The Board reviewed redlined and clean versions of the Signature Authorization Policy and Capitalization Policy. The major changes to the Signature Authorization Policy consisted of updating "Office Manager" to "Finance and HR Manager."

CAEDC Motion 2025-22-PLY

On a motion by Kelly Neiderer, seconded by Todd Campbell, the Board approved the Signature Authorization Policy as presented.

Board Decision: The motion passed.

The Board reviewed the proposed change to the Capitalization Policy, recommended by our outside auditors, to increase the threshold from \$2,000 to \$5,000.

CAEDC Motion 2025-23-PLY

On a motion by Morgan Rector, seconded by Don Kibler, the Board approved the Capitalization Policy as presented.

Board Decision: The motion passed.

CAEDC and CCIDA RACP Policy and Procedures:

Staff presented the RACP Policy and Procedures, covering annual billing and collection processes, fee schedules, and accounting policies for board consideration. These policies were previously reviewed and approved by the IDA Board. Staff recommended adopting the same process and procedure for CAEDC to simplify administration across all RACP projects. Discussion focused on late payment provisions. The policy currently states that late payments may be subject to additional fees or penalties at the discretion of the Board. The IDA Board requested further research on how other RACP administrators handle late fees. Initial outreach to peer organizations found that no late fees are typically assessed. The Board discussed potential options, including defining a set fee or percentage for late payments and whether such fees should be waivable by management. It was agreed that more clarity is needed, but approval at this time would allow staff to remain consistent in billing and collections already underway. Staff will continue to research and report back, to refine late fee provisions and provide a recommendation to the IDA and CAEDC Board.

CAEDC Motion 2025-24-PLY

On a motion by Kristine Becker, seconded by Morgan Rector, the Board approved the Annual Billing and Collection of RACP Conduit and Administration Fees and the Accounting Policy: Audit Deficiency Remediation and Financial Oversight as presented.

Board Decision: The motion passed.

ADJOURNMENT

On a motion by Don Kibler, seconded by Todd Campbell, the meeting was adjourned at 8:25 a.m.