

Officers: Chairman, Jon Cox, Vice-Chair, Carol Kilko, Secretary, John Rampulla, Treasurer, Harold Brandt, Delegate Member, Kelly Neiderer
Directors: Todd Campbell, Patrick Dennis, Lutricia Eberly, Lorelee Isbell, Lauren Isch, Don Kibler, Kyle Miller, Deb Pierson, and Morgan Rector

230 S SPORTING HILL ROAD, SUITE 100, MECHANICSBURG, PA 17050

**MINUTES of the
BOARD OF DIRECTORS
ANNUAL REORG MEETING
February 24, 2026 @ 8:00 a.m.**

ATTENDANCE:

Board of Directors

Kristine Becker, Harold Brandt, Todd Campbell, Jon Cox, Patrick Dennis, Lauren Isch,
Kelly Neiderer, Deb Pierson, John Rampulla, and Morgan Rector

Unable to Attend: Don Kibler, Kyle Miller, and Kenn Tuckey

Other Attendees and CAEDC Staff

Commissioner Gary Eichelberger, Commissioner Jean Foschi, David Luo, George Book, Nicole Deary, Wendy Kipe,
Janet Anderson, Laura Delaney, Greg Welker, Julie Koranda, and Doreen Edwards

CALL TO ORDER

Chair Jon Cox called the meeting to order at 8:00 a.m., noting that a quorum was present.

PUBLIC COMMENT

There were no members of the public present, and no public comment was received.

SLATE OF OFFICERS

The Chair presented the Slate of Officers for approval.

- Chair: Jon Cox
- Vice Chair: Carol Kilko
- Treasurer: Harold Brandt
- Secretary: John Rampulla

A discussion regarding officer term limits was held. There is an implicit 6-year limit for serving as a Board Director. The Chair indicated this would likely be his final year and that Carol Kilko was acknowledged as preparing to step into the leadership role in 2027.

On a motion by Kris Becker, seconded by Deb Pierson, the Board accepted the 2026 Slate of Officers. The motion passed.

REC MG UPDATE

David Luo presented an update on REC Management Group activities as follows.

- Kuhn Property: The buyer remains in active due diligence. The Board will be updated when new developments occur.
- Tyco Property: Jersey barriers have been installed to keep trucks and unauthorized vehicles off the property.
- Frog Switch:
 - Environmental/Remediation: EPA-approved Phase 2 of the Environmental Assessment.
 - A Notice of Intent to Remediate was submitted to DEP under the Act 2 program, initiating the voluntary cleanup process.
 - A Demolition, Remediation, and Abatement RFP was released on February 9th with proposals due March 6th. Approximately 15 contractors have expressed interest. The Demolition Permit Appeal found in favor of CAEDC, with the required insurance documentation due to the Carlisle Borough by March 31st.
 - REC has prepared a communication package to address public opposition to the demolition and explain the public health and safety rationale.
 - Phase 3 Environmental Assessment:
 - The Chair inquired about a potential Phase 3 assessment. Phase 3 extends the Phase 2 scope of work to further delineate the horizontal and vertical extent of contamination based on soil samples exceeding DEP safety thresholds for manganese. Progress has been slowed by the weather.

LIAISON UPDATES

West Shore Chamber of Commerce (George Book)

- Networking mixers continue with strong attendance through the first six to seven weeks of the year.
- Mind Your Business panel on internships — Tuesday, March 24th: Panel discussion on how small businesses can partner with local universities to secure interns.
- Soiree at the Farm — Thursday, April 16th: Live music and food event returning after a strong pre-COVID recovery.
- Chamber is back to pre-COVID engagement metrics on both sponsorship and attendance.

Discussion on CAEDC's Internship Program. The Chair confirmed that CAEDC hosts Leadership Cumberland fellows and had two interns in summer 2025 (Economic Development and Tourism/Marketing). It was suggested that interns present their projects to the Board this year.

Shippensburg Chamber of Commerce (Wendy Kipe)

- New networking lunch series launched in January, rotating among chamber member restaurants on the fourth Tuesday of each month at noon.
- Wisdom Wednesdays continues — This week featuring a DISC presentation by Randy Wilson.
- Annual Awards Breakfast — March 19th, with keynote speaker Luke Bernstein from the PA Chamber; approximately 225 attendees expected.
- Regional mixer co-hosted with Cumberland and Franklin County Chambers — April 30th at Volvo.

Carlisle Chamber of Commerce (Nicole Deary)

- Harvest and Horizons: new Breakfast with Secretary Redding — March 12th.
- Sunrise with State Representatives — March 31st.
- Career and Job Expo — April 9th, in conjunction with Big Spring and Carlisle School Districts. The first two hours are reserved for high school juniors and seniors.
- Potential mixer or ribbon cutting with the Historical Society tied to America's 250 exhibit opening April 10th.
- New Events Coordinator hired: Quinton Hinkson (formerly of Conejo Valley Chamber), joining from Pittsburgh.

Cumberland County Update (Kelly Neiderer, Commissioner)

- America 250 kickoff in late January was successful, with representation from Congressional, Senate, and House Offices.
- P25 Radio System launched — A 10-year, \$30M–\$40M project touching every emergency responder in the county. Improved clarity in communication is already being observed.
- Special election scheduled for March 17th for the former Representative Torin-Ecker District (Western Cumberland Municipalities).
- County is continuing to finalize its strategic plan and advancing early steps of its Facilities Master Plan, including relocation of the Office of Aging to Rittner Highway.
- Big 33 Football Classic — Commissioner attended the press event. CAEDC sponsorship acknowledged.
- Crane Clean Energy (TMI) briefing: the entity restarting Three Mile Island provided a government-to-government update. The target timeline is approximately 2027, following extensive inspections. Cumberland County is engaged in public safety preparedness.

SECRETARY'S REPORT - MINUTES

On a motion by Kelly Neiderer, seconded by Deb Pierson, the Board approved the January 27, 2026, meeting minutes, with minor corrections noted. The motion passed.

TREASURERS REPORT

Harold Brandt presented the January 2026 financial statements, highlighting the following:

- January net income: \$579,000 — Approximately \$618,000 ahead of budget.
- The favorable variance is primarily due to two hotel tax payments received in January: the delayed final payment from 2025 (\$403,000) and the January 2026 budgeted payment (\$386,000 budgeted, \$438,000 received — \$51,000 ahead of budget).
- Expenses are tracking slightly behind budget.

On a motion by Kris Becker, seconded by Carol Kilko, the Board accepted the January 2026 Financial Statements. The motion passed.

COMMITTEE UPDATES

The Finance Committee had an abbreviated agenda. The committee approved an additional \$13,000 to the America 250 initiative, bringing the total investment to \$50,000. The committee discussed updates on grants in the pipeline and the CAEDC Audit.

Laura Delaney reported Tourism Committee highlights:

- America 250 Sponsorship: Approximately 15 projects are currently funded; a few more are anticipated before the unofficial March 2nd cutoff. Each project is eligible for up to \$3,000. The deadline has some flexibility built in at the Finance Committee's request.
- Tourism Product Development Grants: Approximately \$1.2 million in requests received in the pipeline, which includes three large \$500,000 grant requests. These grants will be presented to the full Board for approval.
- 2024 Tourism Economic Impact: Visitor spending increased 4.3% over 2023; state and local tax impact was \$48.8 million, a 4.5% increase over 2023.
- Revolutionary War Trail (Patriot Path): Expected to launch around July 4th. Discussion included the possibility of an educational app component and outreach to local schools through lesson plans.

EXECUTIVE DIRECTORS REPORT

Janet Anderson updated the Board on accomplishments in Economic Development and Tourism/Marketing.

OLD BUSINESS

Board Commitment Form

On a motion by Kelly Neiderer, seconded by Carol Kilko, the Board tabled the approval of the Board Commitment Form. The motion passed.

NEW BUSINESS

2025 Audit

The 2025 audit is in process. Kevin Stauffer will present the Audit to the Board at a special Zoom meeting scheduled for March 24, 2026. Draft copies will be distributed in advance. The next regular in-person board meeting is on April 28th.

Approval of 2026 Meeting Schedule

The board approved implementing a bi-monthly in-person meeting schedule for 2026 (February, April, June, etc.), with a special Zoom-only meeting in March for the audit review. In-person attendance is preferred to the greatest extent possible.

On a motion by Carol Kilko, seconded by John Rampulla, the Board approved the 2026-February 2027 Meeting Schedule. The motion passed.

Ratification of EPA Brownfield Assessment Grant

CAEDC received a \$500,000 EPA Brownfield Assessment Grant cooperation agreement on January 28th, between Board meetings. The agreement was signed by staff and is now being presented to the Board for ratification.

- Purpose: to inventory, assess, and plan for the cleanup of priority brownfield sites throughout the county.
- A competitive procurement for a Qualified Environmental Professional (QEP) is already underway, to be finalized in the coming weeks.
- Upon QEP selection, CAEDC will draft a Quality Management Plan and Quality Assurance Project Plan for EPA approval.
- The EPA must approve each site's eligibility before Phase 1 or Phase 2 funding is allocated.
- Quarterly performance reports and periodic ACRES (Assessment, Cleanup, and Redevelopment Exchange System) updates are required.
- Milestone drawdown requirements: 25% at 18 months, 45% at 30 months.
- EPA training must be completed by April 28th. Staff involved include Greg Welker, Alyssa Smith, Julie Koranda, and Janet Anderson.
- This is a four-year grant.

On a motion by Deb Pierson, seconded by Kelly Neiderer, the Board ratified staff's execution of the EPA Brownfield Assessment Grant Cooperation Agreement. The motion passed.

New Subcommittees

The Board discussed the creation of two new subcommittees under the Tourism Committee:

- Outdoor Trail Task Force (ad hoc): A small ad hoc feasibility group to explore the viability of an outdoor trail in Cumberland County along waterways or bikeways. This group will assess feasibility as needed.
- Destination Sales Subcommittee (standing): A longer-term subcommittee focused on group tour planning, partner outreach, and destination sales opportunities.

On a motion by Kelly Neiderer, seconded by Harold Brandt, the Board approved the creation of two new Subcommittees [Outdoor Trail Task Force and Destination Sales Committees]. The motion passed.

Agency of Record — Brand Revolt Media Plan

The Board reviewed and approved the 2026 Statement of Work with Brand Revolt, CAEDC's agency of record for tourism marketing. Key details:

- Total contract amount: \$587,005
- The plan emphasizes a full-funnel marketing strategy — Addressing potential visitors from initial awareness through conversion (visiting the county or checking into pass locations).
- Focus areas: Repeat visitors, new audience testing, better marketing attribution, and ROI measurement.
- Marketing channels include digital advertising, streaming TV, billboards, OTA placements (e.g., Expedia), and newsletter content.
- Amount was included in the approved budget.

On a motion by Kris Becker, seconded by Deb Pierson, the Board approved the 2026 Agency of Record Statement of Work with Brand Revolt. The motion passed.

ADJOURNMENT

On a motion by Harold Brandt, seconded by Deb Pierson, the meeting was adjourned at 8:38 a.m.