



**Cumberland Area Economic Development Corporation
Tourism Committee Meeting**

MEETING MINUTES for May 27, 2026: 9:00 – 10:30 AM

Members Present: Lutricia Eberly, Scott Gehman, Dustin LeBlanc, Amy Brickner, Mark Bodenhorn, Allen Dieterich-Ward

Non-Voting Members Present: Jon Cox

Staff Present: Laura Delaney, Janet Anderson, Ashley Kurtz, Patrick Bourque, Aaron Jumper, Matthew Simmons

Call to Order: Lutricia Eberly called the meeting to order at 9:01am.

Meeting Minutes Approval

- Mark Bodenhorn motioned to approve the meeting minutes from April 29. Scott Gehman seconded. The minutes from April 29 were unanimously approved.

Upcoming Events

- Downtown Revitalization, Main Streets & Small Business Growth Seminar- June 22 from 9-11:30 am at Central Penn College (ATEC 200/202)

Consent Agenda

- Scott Gehman motioned to approve the consent agenda. Mark Bodenhorn seconded. The committee unanimously approved all items in the consent agenda.

Updates

- Grants
 - \$768,384 were awarded to grant projects so far in 2026.
 - Carlisle Family YMCA's project was approved by the board for \$500,000.
 - Carlisle Sports Emporium's project was partially funded \$98,623 by the board for kitchen equipment.
 - The American Flat Track event was postponed due to weather, so the final report will be pushed back.
- Outdoor Subcommittee
 - The Outdoor Town Subcommittee is officially approved. There are a few open spots that need to be filled.

Discussion Topics

- Outdoor Extravaganza Planning
 - Food vendors, photographers and safety instructors will be contacted to help with this event.
 - Laura will contact PA Fish and Boat.
 - Scott will contact the local Boy Scout Troop.
 - Amy and Mark will contact food vendors.



- Aaron will contact the podcaster Hemlocks to Hellbenders.
- Allen will contact a local nature artist.
- The committee brainstormed a name change and were asked to volunteer to help the day of the event.
- Tourism Strategy Planning
 - What does it mean to tell the story of tourism to residents, front line workers, and stakeholders?
 - The committee answered this question by highlighting the importance of selling the greater experience. The concept of empowering Cumberland County residents as ambassadors was discussed. The aspects of Cumberland Valley that are unique such as the proximity of businesses with farmland and outdoor recreation is an important selling point. In our digital age, developing a local narrative on social media is crucial to communicate the authenticity of our region. Alignment between CAEDC's positioning, authentic resident perspectives, frontline staff experience, and visitor expectations was discussed.
 - What is the difference between knowing the area and feeling connected to it?
 - The committee discussed the distinction between visitors knowing about the area and actually feeling connected to it, and what role frontline staff play in that difference.
 - Who is responsible for shaping the visitor's experience of a place?
 - Organizations that interact with the public as well as every touchpoint during the visitor experience contributes to shaping the visitor experience.

The next Tourism Committee meeting will be held on June 24, 2026 from 9:00am-10:00am.

The Meeting was adjourned at 10:06am.

Prepared by,
Matthew Simmons, Marketing Coordinator