



Cumberland Area Economic Development Corporation Tourism Committee Meeting

MEETING MINUTES for June 24, 2026: 9:00 – 10:00 AM

Members Present: Lutricia Eberly, Scott Gehman, Mark Bodenhorn, Dustin LeBlanc

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

Call to Order: Lutricia Eberly called the meeting to order at 9:08 am.

Meeting Minutes Approval

- Mark Bodenhorn motioned to approve the meeting minutes from May 27. Scott Gehman seconded. The minutes from May 27 were unanimously approved.

Updates

- The Outdoor Extravaganza was postponed until fall 2027 to provide more time to strategically plan and execute an event of that size.
- Little Diggers Indoor Sandbox Play applied for a TILF which will be reviewed by the Finance Committee. This indoor sensory play venue is the first of its kind in Central Pennsylvania. There are no known direct competitors and it's complimentary to existing tourism assets, making it a compelling project.
- All the grant applications from the last round were approved by the board.

Discussion Topics

- Market Positioning and Product Strategy
 - The committee discussed whether CAEDC should undertake a market positioning and product strategy process.
 - After discussing their perspectives, the committee acknowledged the merit of a facilitated positioning process.
 - Potential barriers include funding availability and securing organizational support for the investment.
 - The committee also explored storytelling as a dual-purpose strategy: attracting outside visitors while helping residents understand tourism's contribution to community vitality.
- Tourism Grant Evaluation Criteria + Rubric
 - Rubrics were created to streamline the grant recommendation process. CAEDC staff will use the rubric to determine the application's quality and provide the score to the committee. The goal of this new process is to provide a more objective recommendation during the review process. Once the rubrics are finalized, the grant application questions will be tailored to ensure the rubric's effectiveness.
 - The committee reviewed the rubric and discussed alterations.
- Grant Scope Changes



- There is \$700,000 left in the 2026 budget for grants. The committee discussed lowering the maximum award for the Tourism Product Development Grant for the last round of 2026.
- Tourism Partnership Grant has not seen many applications. The committee will think about how this program can be shaped in the future.

The next Tourism Committee meeting will be held on July 29, 2026 from 9:00 am-10:00 am.

The Meeting was adjourned at 10:00 am.

Prepared by,
Matthew Simmons, Marketing Coordinator