

VENANGO COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Meeting Minutes

October 16, 2018

Courthouse Annex Room 100

1174 Elk Street

Franklin, PA

Present:

Rod Griffin

Bill Moon

Tim Brooks

Vince Witherup

Chip Abramovic

John Stiller

Staff: Emily Lewis

Guests:

Erik Johnson, VCRPC

James Knarr, Resident

Excused:

Bonnie Summers

- I. Call to Order – Commissioner Brooks
Monthly board meeting called to order by Tim Brooks at 10:03 A.M.
- II. Approval of Minutes
9/18/2018 Regular Meeting Minutes
Motion to approve the meeting minutes by Bill Moon; seconded by Rod Griffin.
So moved.
- III. Public Comment on Agenda Items
None. So moved.
- IV. Special Purpose Matters
 - a. Gibbons Business Solutions Media Quote
 - a. At last month's meeting, the board requested that Holly Gibbons attend to present a social media marketing plan for the Authority. Holly explained over a conference call that the cost, depending on the scope of focus, would be between a \$300-\$500. A plan will be reviewed every six months to see if any modifications need to be made. This plan will involve setting business goals, marketing objectives, targeting audiences in different demographics, along with researching any competition. Using Twitter as the Authority's first social media will be free publicity based on a "content strategy."

Tim Brooks requested a motion for the creation of a social media marketing study that was tabled until November's meeting after review of the budget.

b. Cranmer Consultants Contract

- a. John recommended revisiting the item pertaining to the Cranberry Mall. Rod requested replacing the item for the mall with “vacant properties” to keep the scope more general. Rod also brought up the question if consultants can be paid out of grant administration dollars, but Emily explained the contract is strictly for Mulu’s input and not admin. There was discussion amongst the group about value and metrics of the contract. Vince requested that the board reevaluate in December.

V. Authority Treasurers Report

- i. Chip presented the color coded report.
Rod Griffin made a motion to accept the report; Seconded by Bill Moon.
So move.
- ii. Tim Brooks requested to include any administrative in-kind time from Planning Department for cost allocation purposes as a line item in the Treasurer Report. He mentioned that it would be good to show metrics and the expenses being used. This will not be part of the budget, but will be part of the report.

VI. Ongoing Projects

a. Cornplanter Square Project

i. Bid Package Update

1. Bid advertising was October 10th and 15th. There is a mandatory walk through for bidders scheduled October 26th. Design Lab will be present at the site for any questions. The actual bid opening is scheduled for November 9th in Room 103 at the Courthouse Annex building.
2. Emily informed the board that there is currently \$2.3 Million in hand via RCAP, PHMC, PNC, and CDBG Funds. Rod requested Emily work up a future funding timeline of possibilities for the board.

b. Senior Housing Center – Cranberry Township

i. Letters of Support

1. Both the Authority and the County wrote and sent a letter of support for this project.

c. eAcademy

i. ARC Grant Submission Update

1. Emily had a conference call with DCED advocating for grant dollars.

ii. Lowe’s Grant Submission

1. Emily applied for the Lowe’s Grant for \$20,000 to pay for school supplies.

- d. Airport Land Use
 - i. Property Research
 - 1. Emily expressed her concerns on the federal regulation restrictions on purchased land use. Bill Moon requested that Bill Buchna from the airport do a presentation with the board similar to the one he did at ICAP, but Bill Buchna will be unavailable due to being deployed.
- VII. Staff Report
 - a. Venango Leadership Program update: Good opportunity to network while speaking with businesses, students, and educators to gain insight on the area.
 - b. Emily attended the 2018 Fall PEDDA Conference.
- VIII. Public Comment – General
 - a. James Knarr – He made the observation that a startup would be handicapped if undercapitalized. He suggested to pursue private funding sources.
- IX. Adjournment To Executive Session Regarding Personnel Matter
 - a. Motion to break into executive session at 11:28 AM; Motion to come back into the regular meeting at 11:57 AM with no action.
- X. Adjournment
 - Motion to adjourn by Vince Witherup; Seconded by Bill Moon at 11:58 AM. So moved.