

DRIVE Board Meeting Minutes
May 3, 2017

Present: Trevor Finn, Chris Young, Greg Cole, Matt Prosseda, Teri MacBride, Lance Diehl, Susan McGarry, Harold Hurst, Dave Soltz, Executive Director Jennifer Wakeman

Absent: John DeFinnis, Al Neuner

The meeting was held at 114 Woodbine Lane, Suite 103, Danville and called to order by Vice Chairman Greg Cole at 8:06 a.m. The chair welcomed guests in attendance: Columbia County commissioner Rich Ridgway, Bob Snyder (MCIDA), Karen Blackledge (Daily Item).

Minutes: The minutes from April 5, 2017 were accepted without correction. *Motion by Harold and seconded by Matt. Motion carried.*

Treasurer's Report: Matt reviewed the April financial statements. April balance sheet shows a cash balance of \$219,133 there are no liabilities. April Profit and Loss shows a \$20,000 contribution from GDAIDC and \$2,000 from First Columbia Bank. Expenses included \$7,712.33 in employee costs in addition to memberships, subscriptions, mileage, cell phone, supplies and miscellaneous. Total expenses \$11,040.93. Net income \$10,959.07 for April.

Checks written for each month will be presented each month for the board's review. YTD net income is - \$4589.60 due primarily to \$15,000 paid to Focus Central Pennsylvania.

Teri suggested providing a list of outstanding contributions which have not yet been received. She believes the board should be kept up-to-date on donations and contributions so as not to lose track of expected income. Matt and Jennifer agreed to present this information at each meeting.

A motion to approve the Treasurer's report was made by Harold, seconded by Lance. Motion carried.

Executive Director Report: Jennifer presented a report on activities in April. The DRIVE website went live May 2. Pinpoint Strategies will provide instruction to staff on updated the site in Word Press so much of it can be done in-house. LinkedIn, Twitter and Facebook pages have been established.

Lance suggested sending the link to partners, donors, stakeholders. That will be done in the very near future.

Lance also asked about driving people to the site and how search engine optimization could be used. Teri asked whether a communications plan had been created. Jennifer reported the plan left by the previous executive director was not conducive to her vision for DRIVE and its outreach effort. Now that the website is complete, Jennifer will present a plan for utilizing the website and social media at the June meeting. An ad hoc committee may be formed to assist in developing that plan. Susan said the original proposal from Pinpoint included SEO information and pricing. Greg said a budget for this should be developed and presented at the June meeting.

General consensus is that the site looks very good. Any feedback or suggestions for improvement should be sent to Jennifer.

Jennifer attended the Pennsylvania Economic Development Association (PEDA) conference in Harrisburg April 24-26. About 150 economic development professionals from around the state attended as well as

speakers from state and federal agencies. It was an excellent source of contacts and Jennifer is now on the membership and communication committee of PEDDA. PEDDA also offers online training for economic development professionals which may be useful to the staff and board.

Jennifer will have an administrative assistant hired by close of business May 3. Three candidates are being interviewed. That person will provide staffing support 20 hours per week. The candidates were quite strong. Montour County will need to approve the hiring.

Jennifer toured All Sports America with commissioners from Montour County as well as DCED Secretary Dennis Davin, Sen. John Gordner, and Rep. Lynda Schlegel-Culver. The company is expanding over the next year and expects to add 42 employees. They are interested in making connections with local v-tech schools and Jennifer has been facilitating that effort.

In several other meetings with area businesses, the need for workers to fill vacancies has been a recurring theme. Jennifer is meeting May 4 with several entities from the state and local area to establish a conduit to link companies with openings to those with the appropriate skills. Susan suggested that Williamsport may be a location that we should target for workforce development.

She is also touring Penn College's plastics department to begin a conversation about the opportunities for development of petrochemical manufacturing businesses.

Jennifer is on the marketing committee of the Columbia Montour Visitor's Bureau. That committee met May 1 to begin discussing the marketing plan for 2018. Jennifer will assist in expanding the CMVB reach by bringing information to local businesses as part of her face-to-face meetings.

She will be on vacation June 19-23 and July 18-21.

Old Business: Committee assignments were presented to return to Executive, Finance, and Nominating as the standing committees. Doc will chair the executive committee with Greg and Teri. Finance will be chaired by Matt with Al and Dave serving. Lance will chair the nominating committee with Susan and Harold serving. The commissioners will likely be serving on ad hoc project committees and are not assigned to a standing committee.

A motion was made by Lance, second by Dave to establish executive, finance, and nominating as the three standing committees. Motion carried.

Focus Central PA board seats need to be filled as there are two vacancies, one in Columbia County and one in Montour County. Jennifer reported that nominations were sought from Alliance and GDAIDC. Alliance did not put forward any names and GDAIDC recommended Betsy Hack. Vic Klein and Harold Hurst will remain in their seats. Trevor said he did not support Betsy Hack being named to the Focus Board as she does not cooperate with current Montour County employees. After further discussion, Chris Young volunteered to serve as the Columbia County representative.

A motion was made by Trevor to name Vic Klein and Chris Young as the Columbia County representatives and Harold Hurst and Jennifer Wakeman as the Montour County representatives on the Focus Central Pennsylvania board. Seconded by Matt. Motion carried.

There was discussion on creating partnership and investor levels similar to that of Focus. Jennifer suggested business investors could be \$2,000 to \$5,000. Partners are the IDCs and IDAs regardless of

their support level. Susan suggested a contributor or sponsor level should be created for smaller businesses. Teri said Focus faces the same conundrum as well. Greg suggested an ad hoc committee to look at the options and set up a floor. Chris, Teri and Trevor will work with Jennifer to develop a structure for generating additional support from area businesses. Trevor does not want DRIVE to become a member organization beyond the counties since the purpose is to help all businesses in both counties.

Karen Hackman sent a memo to the board on open meetings. Jennifer asked if there were further questions. Trevor said he felt it was quite valuable and Teri said it answered her questions on the use of executive sessions.

New Business: Matt mentioned a Berwick Revitalization group and a consultant's report. Matt said Sen. Gordner would be touring the Decker property under the bridge to Nescopeck. The idea is to promote healthy living with access to the river. Trevor said RIVE should do whatever is possible to support that effort. A consultant report was presented and Matt would like the board to see it. Jennifer said she has the report and will provide it, along with minutes to the full board.

The meeting adjourned at 9:43 a.m.

Respectfully submitted by J. Wakeman on behalf of Teri MacBride, Secretary