



Meeting Minutes for June 1, 2016

Attending: Board members Greg Cole, Lance Diehl, Solicitor Karen Hackman, Harold Hurst, Teri MacBride, Susan McGarry, Al Neuner, Chris Young, and Executive Director Jess Runkle.

Absent: John DeFinnis, Trevor Finn, and David Soltz.

The meeting was held at 114 Woodbine Lane, Suite 103, Danville and called to order by Vice Chairman Greg Cole at 8:06 AM. The chair welcomed everyone and recognized the guests in attendance, Commissioner Rich Ridgway and Bob Snyder.

Minutes:

The minutes of May 4, 2016 were approved without correction by motion of Harold and seconded by Matt. Motion carried.

Treasurer's Report & Budget:

The Treasurer's report through April 30, 2016 was distributed and reviewed by Matt. The report shows receipts and expenditures with an available balance of \$133,343.50. Matt also reviewed the Montour County invoices for executive director salary, fringes and benefits, as well as office rental for Q1.

A motion to approve the Treasurer's report as presented was made by Harold and seconded by Teri. Motion carried.

Executive Director's Report:

Jess reviewed her monthly report. She's been out, making introductions, new connections, and going on facility tours. She will be attending the Pennsylvania Downtown Center [PDC] Conference on Economic Vitality in Allentown June 13th – 15th and will then be out of the office for her wedding and honeymoon June 16th – 29th.

Internal Affairs: Met Friday May 20th and reviewed the Montour County Invoices, PDC membership and conference dues, DBA membership and how to proceed with an administrative support.

External Affairs: Met Tuesday May 31st to discuss DRIVE's elevator speech, bullet points for the back of business cards, signage and DRIVE's website. Al Nuener said Geisinger would print all signage at no cost. New business cards will be printed within 90 days and it is this committees' recommendation to engage Pinpoint Strategies, LLC of Bloomsburg, at a budget of \$2200.00 to construct DRIVE's website.

A motion to engage Pinpoint Strategies, LLC. up to \$2200.00 to construct DRIVE's website was made by Teri and seconded by Harold.

Motion carried.



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Teri stated the importance of creating a marketing communications plan for the launch of DRIVE's website and social media platforms.

Adjournment:

The next meeting will be held on Wednesday, July 6th at 8 AM, at the same location.

The meeting adjourned at 8:33 AM and was followed by a work planning session facilitated by Attorney Karen Hackman.

Submitted by Teri MacBride, Secretary.