

## **Selinsgrove Projects, Inc. Board of Director's Meeting**

Tuesday April 16, 2019

**Present:** Malcolm Derk, Brian Ross, Sean Christine, Rich Mease, John Lazur, Nina Mandel

**Guests:** Lindsay Trick, Joyce Hendricks, Caitlin Meleski

**Not present:** Sara Lauver, Lindsey Groce

The meeting was called to order by Malcolm Derk at 6:03 pm.

**Monthly Minutes:** A motion to accept the March minutes as submitted was made by Sean Christine. Second by Rich Mease. Motion passed.

**Treasurer's Report:** Brian Ross presented the financial report. The farmers' market bank account will need money transferred into it. Brian will send the information to Rich; two signers are required to transfer funds. There is not a lot of activity going on at this time. The annual commons endowment fund check has been deposited. Checks are also coming in for Farmers' Market vendor fees and Market Street Festival vendor fees. A check in the amount of the \$5,000 was cut for the Selinsgrove incubator. This donation was approved by the SPI board of directors at a previous meeting. A motion to accept the treasurer's report as submitted was made by Nina Mandel. Second by Rich Mease. Motion passed.

**Comments from the Public:** No report

**Clock Celebration:** Caitlin Maleski, Susquehanna University student, has been working with Nina and Sara on a logo to represent the clock. A mascot like character was created by Caitlin and sample designs were shared with the group. Caitlin explained her process and how she developed the design. There were design modifications along the way and the board was able to review the design from start to finish. The celebration plans are on hold temporarily because the temperature is not consistently warm enough for the epoxy to cure properly. Once the borough has a date in mind for installation, Verdin Clock Company will be notified. Once the date for delivery is confirmed, the celebration plans will be finalized. Additional details will be shared at future meetings.

**Market Street Festival:** Joyce Hendricks reported that she will need some assistance from board members at this year's Market Street Festival. This will include application of site numbers on the curbs. Marking the sites is done the Friday before the festival. Last year

this task was completed in the morning. Joyce would like to move this task to Friday early evening because more people should be available to help. Most individuals have finished work for the day at that time. A meeting will be held a few weeks prior to the festival to go over logistics. All board members are welcome to attend. Additional information will be provided to the board at future meetings.

**Administrative Update:** Lindsay Trick reported that the website problems we've been experiencing are the result of a plug-in that was used for the business directory. The company who built the site had the plug-in set to never update. This is never a good idea. Since the website was built over 6 years ago and no updates were ever done, it is causing the site to crash. The website was also built with a custom theme. This makes it more difficult to diagnose problems. The best solution to fix this problem is to upgrade the website which includes a new theme and installation of the most up-to-date plug-ins required for use in the website. The cost to make these changes is \$1,800. A one-year maintenance contract is also recommended by Lindsay. A monthly website review would be completed by Ethan Jacob Scott. This includes updating all plug-ins and an off-site back-up of the website. The annual cost for a monthly maintenance contract is \$360. This expense is essential to ensure the website is running properly and by updating the plug-ins monthly, it will curtail future problems. An annual contract wasn't in place previously. Another advantage to the website upgrade is the update will be much more user friendly and will improve functionality on current smart phone technology. Lindsay has been working with Renita Brummert of Ethan Jacob Scott, a Snyder County technology firm. A motion to upgrade the website at a cost of \$1800 and the addition of a one year maintenance contract for \$360 was made by Nina Mandel. Second by John Lazur. Motion passed. John Lazur asked Lindsay to make Renita aware of the possibility that cameras will be installed in the Commons in the future.

**Promotions Committee:** Nina Mandel reported that a calendar has been created that includes upcoming events, press release due dates and deadlines for publications including Local Gems, Regional Riches. Details about additional premier events will be added as they are received. Joyce Hendricks offered to speak with Helen at the Selinsgrove Chamber to obtain information about any upcoming chamber events so that all information is posted on the SPI website and other SPI publications. We will continue to add businesses to the display case in the borough building. Lindsay is revising the Selinsgrove business map and creating a poster for the 2019 Rudy Gelnett Summer Music Series.

**Economic Revitalization Committee:** Malcolm Derk reported that the SPI board of directors needs to approve the addition of Sara Maul to the ERC committee. At the April ERC meeting, Kelly O'Brien Gavin presented the map of new KIZ. There are no businesses and one of three organizations will get tax credits. The others don't qualify because they

are non-profits. The committee is hopeful that some new start-ups will move in. This should be revisited on an annual basis since this is a program SPI has been supporting for some time. Fresh Roasted Coffee was a business who took advantage of the program in the past. They have since relocated to Sunbury. Malcolm will attend meetings in the future if his schedule allows. Any other board members are interested in attending the ERC meetings should let Malcolm know. A groundbreaking will take place at Pawling Station Business Park on May 20 at 9:00 am. The business is called Bright Farms. A few jobs will be created as a result of this new business. They produce vegetables; this business is new to the area.

**Commons:** John Lazur reported that mulch will be spread in the Commons on April 22. Anyone who is available to help should arrive by 8:15 am. The contracts for grass cutting and fence polishing have been signed. The fence polishing will cost \$250. There has been no action on the cover for the stage. Some consideration has been made to an installation under the rafters. A bid from Glick's was approximately \$12,000. The estimate from Bev Owens was \$5,000 to \$5,500 depending on the material selected. John is still working on this project. The occupancy permit is also being revised. The arborvitae sustained damage during the winter. It's been tied up, but will require extra work.

**Winter Music Series:** Nina Mandel asked the group if the winter music series for 2019 should be delayed. Lindsay will confirm the amount approved by the Gelnett Trust and share the information with the group so that a decision can be made. Lindsay will check with Carol Handlan to see if any progress had been made on the winter series. Carol prepared the Gelnett application and intended to spearhead this project. Lindsay will also contact First National Insurance to confirm the maximum liability coverage we currently carry.

**Façade Grant Program:** Malcolm Derk asked whether the board would like to open up another round of façade grants. We have additional applications that can be considered. Malcolm also reported that Aaron's will be moving into the old Cole's hardware building and Verizon will be moving into the old Aaron's building. There is \$15,000 earmarked for this purpose and there have been inquiries from businesses that are interested in applying. A motion to open an additional round of façade grants in the amount of \$15,000 was made by Rich Mease. Second by Sean Christine. Motion passed. Malcolm will provide an update to the group at the next meeting. A decision will also need to be made regarding leadership of the organization going forward.

**Board Appointment:** A motion to appoint Lindsey Groce to the SPI Board of Director's was made by Nina Mandel. Second by John Lazur. Motion passed.

The bylaws have been sent to all board members for review. The bylaws need to be revised. A motion to review and revise the bylaws was made by Sean Christine. Second by John Lazur. Motion passed.

With no further business, Malcolm Derk adjourned the meeting at 7:23 pm.

Respectfully submitted,

*Lindsay Trick*

Administrative Support  
Selinsgrove Projects, Inc.