

**Main Street Mechanicsburg  
Board of Directors Meeting Minutes  
Monday, September 22, 2008 at the Orris House Inn**

**To Do List**

Erdman – draft letter to Mechanicsburg Area Foundation for Shatzer regarding time extension on spending grant funding for a gateway.

Ludwig – provide Shatzer with price estimates for the gateways.

Ludwig – purchase mums for planters

**Call to Order**

The meeting was called to order at 6:10 PM.

Present: John Anthony, Glenda Boyer, Mary Eberly, Sue Erdman, Kevin Jackson, Tracy Ludwig, Bob Manbeck, Jeff Shatzer, Jeff Van Boskirk, Lois Voigt, Al Whitcomb

Guests: Scott Halfond, Linda Humes, Susan Kiskis, Meg Ream, Rebecca Yearick

Unable to attend: Sally Holbert, Chris Knarr, Barb Marbain

Minutes of the previous meeting – The minutes of the August 25, 2008 meeting were unanimously approved on a motion by Van Boskirk and a second by Ludwig.

Treasurer's Report - Balance as of 9/23/2008 is \$70,825.41. On a motion by Manbeck with a second by Van Boskirk, the treasurer's report was filed for audit.

Cumberland County Housing and Redevelopment Authorities Report (Rebecca Yearick)

Rebecca reported on the Elm Street Program and how it could benefit Mechanicsburg.

Pennsylvania's Elm St. program, through the Department of Community and Economic Development (DCED), complements existing downtown revitalization efforts. In Mechanicsburg, official Elm St. designation would not be sought. Instead, an application for funding for two or more of the program components would be made in 2008. Mechanicsburg Borough would be the (proposed) applicant with the Cumberland County Housing and Redevelopment Authorities (the Authorities) serving as the administrator.

This approach enables a number of highly-visible projects within the designated Elm St. zone—the area bordered by York, Walnut, Simpson and Portland Sts. Within this prescribed zone, Elm St. projects can take shape.

A presentation on the Elm St. initiatives would be made to borough council in October for submission to DCED by mid-November 2008.

○ ***The Approach***

The Authorities will present to Mechanicsburg Borough Council requesting use of \$10,000 from the existing Mechanicsburg Borough Council Commercial Rehabilitation Program as the required local match on a \$100,000 (total) application to DCED. The fund currently has \$82,000 available for prospective projects.

If approved by DCED, the \$100,000 could be used for projects within the zone but aside from the downtown area of Main St. The Elm St. program strives to improve those areas surrounding the downtown—make them as welcoming, attractive and vibrant as Main St. DCED Elm St. grants can be used for streetscapes, furnishings, decorative lighting and other amenities for public spaces or projects that, again, complement the downtown. These can be larger development projects as well—even concept projects in their infancy but that relate to specific goals or objectives of the (larger) downtown.

The project details have yet to be decided, and will likely involve input from borough council.

○ ***The Residential Facade Improvement Program***

The Authorities will apply for from \$100,000 to \$150,000 in funding from DCED's Elm St. Residential Facade Program. This program designates an area within the Elm St. zone specifically for residential facade improvement grants to property owners. While there are income eligibility and other requirements, generally speaking, property owners can apply for up to \$5,000 in grants—not loans—matched by their 10-percent contribution for selected exterior renovations and improvements.

One of the goals is to develop the character of the neighborhood, in most cases, returning it to its original look. Because of this, the panel reviewing applications will work to assure that, for example, replacement doors are appropriate to the original look of the home and that existing decorative or architecturally appropriate details are not lost in the rehabilitation project.

Generally speaking, the residential facade improvement program allows for work:

- on any side of the home visible from a public street
- including the typical features of the exterior with the exception of roofing and downspouts except and unless they are architecturally significant
- to walkways and sidewalks except the public sidewalk

including decorative features such as lighting, mailboxes, hardware, shutters, shutter dogs (stays), railing, balusters, millwork, steps, porches (visible portions), etc.

Different eligibility requirements apply to rental properties. The recommended Elm St. residential Facade Improvement Program zone is bounded by Factory, Locust, Market and Race Sts. in year one, phase one. A follow-up round of funding requests would include a like area to the west of Market St.

You may have read articles in The Patriot-News and Central Penn Business Journal related to the Elm St. program components in New Cumberland Borough—a streetscape project just completed, and a residential facade improvement program that included 16 homes. A second, larger, request for additional facade work has been submitted. In July 2008, well over 100 residents turned out for the public meeting to detail the program with 55 homeowners requesting the application package—this, on top of a waiting list from round one.

The panel reviewing applications would be guided with the help of a professional from the Authorities to determine individual projects with the most impact, approve applications and oversee the projects to assure compliance.

Because one of the goals of the Elm St. program is to encourage neighborhood development (*Image and Identity*), involving residents in the process early on is particularly beneficial.

Elm Street – Mechanicsburg Borough would be the applicant and CCHRA would administer the program. Chris Knarr and Sally Holbert are interested in helping with the Elm Street program.

MSM will need to establish an Elm Street committee or it could fall under the design committee.

#### Update on MSM application to DCED

Jeff Shatzer is meeting with Messiah College SIFE group on September 29. A letter from Main Street Mechanicsburg was hand delivered by Jack Ritter to John Eakin regarding possible purchase of his property at the corner of Main and Market Sts. in the future.

#### Committee Reports

##### Promotions / Foot Traffic (Jeff Van Boskirk)

For 2009, a Chili cook off is being considered along with a larger Earth Day event. Art Walks will be under Main Street Mechanicsburg's

umbrella next year. A 10% increase is needed in Concerts on the Corner expenses. Average concert attendance is 70 per concert. More than 150 people attended the harp concert.

### **2009 Schedule of Events**

These events are presented by The Foot Traffic Partnership and sponsored and/or financially supported by the listed organizations.

3rd Thursday "Open Late" Sponsors: Mech. Chamber, Main Street Mechanicsburg (MSM), businesses and individuals listed each month. Request Chamber and MSM sponsorships be budgeted same as 2008.

"Concerts on the Corner" - Thursday Nights - 7pm to 9pm. June, July August & September. Sponsors: Mech. Chamber, (MSM) and business sponsors. Request Chamber and MSM sponsorships be budgeted with a 10% increase over 2008.

January - -

February - -

March - -

April - - "Earth Day" - Sponsors: MSM and business sponsorships.

May - - "Architecture, Art & Wine Walk" Saturday 16th, Noon to 5pm.  
Sponsors: MSM, artist and business sponsorships.

June - - "Chili Cook - off" This event is just in the discussion/planning stage. Sponsors: MSM, business and national sponsors.

July - -

August - -

September - - "Architecture, Art & Wine Walk" Saturday 16th, Noon to 5pm. Sponsors: MSM, artist and business sponsorships.

October - - "Fashion Show" Providence Boutique, "Gallery Saturday"  
Art Reception - 2nd Floor Gallery, Downtown Ghost Tours.  
Sponsors: MSM, Civil War and More and business sponsors.  
Sponsorships.

Design (Tracy Ludwig)

Planters looked good this summer. It was suggested that the flowers be replaced with mums for the fall. On a motion by Anthony with a second by Jackson, it was approved to purchase mums for the planters. If possible, the mums would be sold when they are removed from the planters.

A letter needs to be sent to the Mechanicsburg Area Foundation requesting a time extension for spending the \$3000 in grant funds they awarded for a major gateway. Erdman will draft a letter for President Shatzer.

Senator Pat Vance will be approached about funding gateway improvements. Tracy will get price estimates to Jeff on what the gateways might cost.

Safe Routes to School (Sally Holbert)

A federal grant was submitted by Mechanicsburg Borough for Safe Routes to School in Mechanicsburg. Funding status should be known by late October 2008. The School Board approved \$10,000 dollars of grant funding for Northside and Broad Street. These grants were written and secured largely by volunteer efforts. Broad Street and Northside will be participating in a PSU student and parent survey to evaluate modes of transportation and transportation choices which addresses congestions and air quality issues.

Web Page (John Anthony)

Meg Ream Design will unveil the web page for Main Street Mechanicsburg at the annual meeting. A great design, functional layout, and great potential await us as we prepare to promote the web site once we supply additional information for some of the content areas.

Adjournment at 6:50 PM.

**Next meeting of the Main Street Mechanicsburg Board of Directors**

is October 27 at 6 PM at Ritters Hardware.

The store closes at 6PM. If you arrive after 6PM, come in through the back door in the small, employee parking lot.

Please notify Jeff Shatzer at [jshatzer@verizon.net](mailto:jshatzer@verizon.net) or 877-8787 if you are unable to attend.

**Main Street Mechanicsburg  
Annual Meeting Minutes**

## **September 22, 2008 at the Orris House Inn**

### **Present:**

Board of Directors: John Anthony, Glenda Boyer, Mary Eberly, Sue Erdman, Kevin Jackson, Tracy Ludwig, Bob Manbeck, Jeff Shatzer, Lois Voigt, Al Whitcomb

Advisory Council: Linda Humes, Joan Quick, Jack Ritter

Guests: Tamara Gillis (Mechanicsburg Chamber of Commerce), Scott Halfond (Meg Ream Desig), Susan Kiskis (Providence Boutique), Meg Ream (Meg Ream Design), Jack Winchell (Ritters Hardware), Matt Witters (Mechanicsburg Borough Shade Tree Commission), Rebecca Yearick (Cumberland County Housing and Redevelopment Authority)

Main Street Mechanicsburg President Jeff Shatzer welcomed everyone and introduced everyone in attendance. He acknowledged Chris Knarr and Sue Erdman and thanked them for their service on the Main Street Mechanicsburg Board of Directors as they have completed their terms of service.

### **Election of Directors for a three-year term (October 2008 through September 2011)**

Glenda Boyer  
Susan Kiskis  
Barbara Marbain  
Al Whitcomb  
Jack Winchell

On a motion by Bob Manbeck with a second by Jeff Van Boskirk, the above slate of directors was unanimously approved.

### **Election of Officers for a one-year term (October 2008 through September 2009)**

President Jeff Shatzer  
Vice President Kevin Jackson  
Secretary Glenda Boyer  
Treasurer Mary Eberly

On a motion by Jeff Van Boskirk with a second by Tracy Ludwig, the above slate of officers was unanimously approved.

Jeff Shatzer reviewed Main Street Mechanicsburg's **activities and accomplishments** in the past year which included the following:

### **Events:**

Mechanicsburg Foot Traffic Partnership has been involved with Third Thursdays, Streets of Treats, Dickens of a Christmas, Earth Day, Art Walk, Shakespeare in the Park planned for summer 2009, and Concerts on the Corner.

### **Safe Routes to School:**

A federal grant was submitted by Mechanicsburg Borough for Safe Routes to School in Mechanicsburg. Funding status should be know by late October 2008. The School Board approved \$10,000 dollars of grant funding for Northside and Broad Street. These grants were written and secured largely by volunteer efforts. Broad Street and

Northside will be participating in a PSU student and parent survey to evaluate modes of transportation and transportation choices which addresses congestions and air quality issues.

### **Design:**

Flower containers were planted this summer and flourished well. Mums will be planted in them for the fall until the first frost.

Two gateway grant applications were submitted to DCED through the Cumberland County Housing and Redevelopment Authority. Neither grant was selected by DCED for funding.

Mechanicsburg Area Foundation provided \$3000 in funding for a major gateway. As we are nearing the end of the grant period, and have not yet spent the money on a gateway, we will need to apply for an extension for using those funds. We are working with Senator Pat Vance's office on a grant application for gateways.

Façade improvements were made or are underway at Replogle House Interiors, Diener's, Habacivich & Associates, and Keith Klair is working on façade improvements at his property on Main Street.

### **Public Relations**

Jeff Shatzer was a guest presenter at the Crimewatch meeting in November 2007.

A representative from the Cumberland County Visitors Bureau attended a Main Street Mechanicsburg board meeting to explain services and resources available from the Bureau.

Jeff Shatzer met with representatives from the Mechanicsburg Club regarding a contribution to Main Street Mechanicsburg and was successful in obtaining a sizeable donation from them.

Representatives from the Department of Community and Economic Development visited Mechanicsburg in May for lunch at Eckels, a tour of the downtown, and a presentation from Main Street Mechanicsburg at the Orris House Inn.

**Messiah College** partnership opportunities are in the works and include such ideas as follows:

Students performing at various musical and/or theatrical venues in downtown

Hosting a 3rd Thursday

Promoting Mechanicsburg businesses and downtown activities during Family Weekend in September & Little Sibs weekend in February.

Exploring ways in which SIFE, Students for Free Enterprise, might aid business development by, for instance, helping develop a business plan that identifies educational, economic, and cultural opportunities that help support the needs of both Mechanicsburg and Messiah.

Assisting with web development & maintenance

Organizing a Mechanicsburg discount program for Messiah students and employees.

Identifying internship opportunities.

Developing an outreach package for inbound freshmen and their families.

Having Messiah faculty conduct business symposiums or other events.

### **Fund Drive**

The Finance Committee worked on fundraising this past year in soliciting donations and pledges from board members, advisory council members and businesses. So far, pledges and donations of \$86,000 have been made. We are \$25,000 short on the

matching funds needed for our DCED application.

**Future Plans**

Submitting our application for the Main Street program which would make us eligible for Department of Community and Economic Development Main Street funding.

Applying for Elm Street funding for residential façade improvements.

Considering utilizing Experience Works, a federally funded program for seniors below poverty level to gain work experience at a 501 (c) 3 organization.

Comprehensive Plan execution – “Good to Great” kicks off on October 18, 2008.

Main Street Mechanicsburg is a key stakeholder in a number of the Mechanicsburg Borough comprehensive plan goals. Main Street Mechanicsburg board member John Anthony is on the comprehensive plan task force.

Web Page – Meg Ream Design unveiled the web page for Main Street Mechanicsburg at the annual meeting. A great design, functional layout, and great potential await us as we prepare to promote the web site once we supply additional information for some of the content areas.

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