

MINUTES
HERMITAGE COMMUNITY & ECONOMIC DEVELOPMENT COMMISSION
JANUARY 4, 2007

The Hermitage Community & Economic Development Commission held a regular meeting January 4, 2007 at the Hermitage Municipal Building, Conference Room #303, Hermitage, PA.

CEDC Members Attending: Rex Knisley Members Absent: None
Bob Cucitrone
John Holliday
George Kraynak
Angela Palumbo
Tony Pagliaroli (arrived 7:39)
Tony Zucco

Commissioner Representative: Bill Moder (arrived 7:36)

Others in Attendance: Gary Gulla
Gary Hinkson (arrived 7:34)
Lynn Brest
Amy Gargiulo
Ian Garfoli
Marcia Hirschmann (arrived 7:55)
Laura Slovesko
Joe Pinchot

I. CALL TO ORDER

Rex Knisley called the meeting to order at 7:32 a.m.

II. APPROVAL OF MINUTES

The minutes were reviewed from the October 5, 2006 Regular Meeting. George Kraynak moved to accept the minutes for October. Bob Cucitrone seconded the motion. All members approved.

III. BUSINESS MEETING

A. Community & Economic Development and RLF Reports – Sept., Oct. & Nov.

It was reported that the reports for September and October were current. The Revolving Loan Fund Repayment Reports were reviewed for November. For November the RLF program balance was \$238,120.43. Total available for loans based on projected repayments through the end of the year was \$243,631.35 (less \$200,000 for the Information Resource Technology, Inc. loan). The CDBG program income balance was \$55,503.26. The Landscape and Façade Improvement program balance was \$174,677.85. The total available for loans based on projected repayments through the end of the year was \$176,278.46.

John Holliday moved to accept the RLF reports. Tony Pagliaroli seconded the motion. All members approved.

B. Review of the 2007 CDBG Program and Project Activity

Gary Gulla reported that the City has hired Jeremy Coxe as a Community Planner and he will be overseeing the CDBG Program. The first Public Hearing was held in December. The second Public Hearing is scheduled for January 24, 2007. Program administration has been allocated 18% of the funds, 35-40% of the funds allocated for housing rehabilitation and 35-40% for street improvements. The proposed street improvements are planned for Sheridan Street, Ethel Street and Ashland Drive.

In regard to the 2006 CDBG application it was reported that construction of the public facilities for Crawford and Adelaide will be done in the spring of 2007.

The contractor for the LindenPointe Trail project has until April to complete the project. They were only about 40% complete at the end of the last construction season.

The Highland Road Transportation Enhancement Project is for the construction of pedestrian facilities along the section of Highland that was widened this past year. This is currently in the design phase and should be going out to bid in the next month or two.

The Town Center project is pretty much complete. A joint meeting of the Hermitage Community & Economic Development Commission, Hermitage Planning Commission and Board of Commissioners to review the final report will be scheduled in the near future.

The next City newsletter, which will be a joint City Update and Parks and Recreation newsletter, is being prepared. The material deadline is January 5th and the publication date has been moved to January 19th.

Ian Garfoli reported on the status of the Whispering Pines Project. He stated that improvements to the property in front of the Hermitage Historical Society and the restroom facilities are complete. The trails through the woods and out to Darby Road are incomplete due to poor site conditions. He anticipates that by the end of April the contractors should be able to complete the project.

C. Community Marketing Program

- **web site update**
- **digital marketing project**

Updates to the City website are being made by Laura Slovesko, a Thiel College-Pittsburgh Institute of Art graduate, who did the initial work on the City and LindenPointe websites. Ms. Slovesko reviewed some of the revisions already made to the site including a new, simplified menu and explained how it should be easier to navigate through the new layout.

Most of the content from the original website is still the same. Every page will have the City seal on the top left and a different color scheme. The main page will have a new menu with fewer items. "About our City" now encompasses community, location, what's nearby, history, education and demographics. "City Government" now encompasses the Board of Commissioners, departments and offices, authorities and boards and contact information. The calendar of events, newsletter page, and public meetings are now on the main page. Gary Hinkson indicated that one of the Community Planner's rolls will be to coordinate the city's website. A lot more material and information will be added to the web site. Discussion was made regarding having a link

to the Chamber of Commerce on the Calendar of Events page to show events in the surrounding communities. The updated City website should be up by the end of the month.

Bob Cucitrone mentioned that he found a site with the following links: For our Citizens, For our Businesses, and For our Visitors. Each gave a number of resources and links to different sites. He will forward the site to the HCEDC members and suggested that ideas from the site could be incorporated in our website.

Bill Moder asked Ms. Slovesko if she put the tags on for Google. The key words used are on for the old website and were done with STI.

Gary Gulla discussed the digital marketing project and the work meetings held in November and December to discuss the project. The City was approached and asked by Sharon Regional Health System (SRHS) to partner with them on a project to collect some of the data of local sites to be used in their recruiting DVD. SRHS had been using Rongaus Creative Group for their project and introduced them to the City. From the partnership with SRHS \$1,250 in filming has already been obtained. An informal meeting was held with Rongaus to discuss a project for the City. They showed examples of some of the work they had done for AW/ARE, Community Action Agency and the Mercer County Convention and Visitor's Bureau. They were asked to formalize a proposal and approach for the City.

From meetings with Rongaus it was suggested that it would be best to have a short teaser piece of 15-20 seconds on the website and the viewer would have to contact the City to request more information. They would be sent a 5-7 minute DVD used for promotional purposes.

The DVDs and package projects produced for AW/ARE and Community Action were in the \$7,500-\$8,000 range. The marketing project will be paid by funds available in the 2007 budget and from State funds the City anticipates receiving.

Commission members were a little concerned about what the end product would look like and requested to be involved in the process, as well as, see work-in-progress drafts of the project. Advantages of working with Rongaus Creative Group is that they can provide a quality product for less money than a company from Pittsburgh or Cleveland and they are familiar with the area.

John Holliday made a motion to move forward with the marketing project. George Kraynak seconded the motion. All members approved.

John Holliday moved to adjourn the meeting. Tony Zucco seconded the motion. All members approved.

The meeting adjourned at 8:37 a.m.

Respectfully Submitted,

Amy Gargiulo
Recording Secretary

Draft as of 1/9/07
Pending Approval 2/8/07