



NORTH CENTRAL PENNSYLVANIA REGIONAL PLANNING and DEVELOPMENT COMMISSION

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NCRPDC Board Meeting Wednesday, July 24, 2019

Board Members Present

Mark McCracken	Clearfield County
Matthew Quesenberry	Elk County
Jill Martin-Rend	Jefferson County
Carol Duffy	McKean County
Tom Kreiner	McKean County
Jeremy Morey	McKean County
Douglas Morley	Potter County

Staff

James Chorney
Amy Kessler
Christine Perneski
Cheryl DePanfilis
Edward Matts
Jennifer Hibbard
Robert Rusiewski
Mary Lou Jessop

Guests

Deborah Pontzer	Congressman Glenn Thompson's Office
Zackery Ankeny	Representative Dush's Office
Debra Thompson	Strategy Solutions
Jay Breneman	Strategy Solutions
Thomas Beveridge	Coppolo & Coppolo
Brian Stockman	Ridgway Record

Chair Matt Quesenberry welcomed everyone to the meeting and called the meeting to order at 11:10 AM with the pledge of allegiance to the flag.

INTRODUCTIONS

As there were guests present, Chair Quesenberry asked everyone to introduce themselves.

Matt then introduced Jim Chorney as North Central's Executive Director.

MINUTES

With no corrections, additions or amendments to the April 24 Executive Committee Minutes and Full Board of Directors' Minutes, May 22 Executive Committee Minutes and June 26 Executive Committee Minutes, Doug Morley made the motion to accept the minutes as presented, seconded by Mark McCracken. Motion unanimously passed.

ARC PROJECT PRIORITIZATION

Every year at the July Full Board of Directors' meeting Bob Rusiewski presents the ARC Projects to be submitted for possible funding which he, Jim and Amy have scored and ranked.

The following are the 2020 ARC Projects to be submitted for possible funding.

- NCPRPDC Partnership for Regional Economic Performance (PREP) – The project will provide businesses and communities in the North Central Pennsylvania region access to a broad range of regionally-based and needs-driven community and economic development assistance for the purpose of enhancing opportunities, market expansion and diversification resulting in increased sales and job growth. (ARC request is \$285,000, State funding \$285,000. Total project cost: \$570,000. This project is ready to go.)
- Instructional Equipment for Engineering Technology at Pitt-Bradford – ARC funds will supplement funds from other sources and will be used exclusively to support essential and priority equipment needs for the new Engineering Technology Academic Program. The Program is expected to launch in the spring of 2022. (ARC request is \$150,000, Other funding \$150,000. Total project cost: \$300,000. This project is ready to go.)
- North Central PA LaunchBox and Innovation Collaborative – The purpose of the North Central PA LaunchBox and Innovation Collaborative will be to help foster entrepreneurship and innovation while also enhancing the skill sets within our current labor force. This effort will directly stimulate the pursuit of entrepreneurship for young people in the service area, something that is lacking at this point of time. Promotion entrepreneurship will help in the formation of new businesses, new collaborative ventures and business services to existing regional businesses. (ARC request is \$250,000, Local funding \$250,000. Total project cost \$500,000. This project is ready to go.)
- Village of Hope – The purpose of this project is to provide matching dollars for the development of a community center in Clearfield County which will serve as the keystone of the Village of Hope, a 23 acre community that will provide an affordable alternative to long-term institutionalization for individuals with cognitive change—mostly Alzheimer's and Dementia. (ARC request is \$250,000, other Federal funds is \$2,022,451, State funding \$2,000,000. Total project cost \$4,272,451. Funding has been applied for.)
- Punxsutawney Flood Levee System Improvement – Feasibility Study – The purpose of this project is to complete a feasibility study to make improvements to the current levee system in Punxsutawney Borough in Jefferson County as required by FEMA. (ARC request is \$160,000, State funding is \$160,000. Total project cost: \$320,000. Funding has been applied for.)

One Access Road project is requesting ARC funding.

- Access Road Intersection Improvements to Airport Industrial Park, City of St. Marys – The purpose of this project is to divert downtown tractor trailer traffic to SR 120 East/West and SR 2008 North/South (South Michael Street) by improving access road intersections to the St. Marys Airport Industrial Park and improving the turning radii to accommodate larger truck traffic doing business at the Industrial Park for existing and

future manufacturing facilities. (ARC request is \$392,610, Local funding \$70,000. Total project is \$462,610. This project is ready to go.)

Bob asked for a motion to approve the Projects as presented and ranked.

Mark McCracken moved to accept the staff recommendations and rankings of the 2020 ARC Projects as presented, seconded by Doug Morley. Motion unanimously passed.

PRESENTATION

Debra Thompson of Strategy Solutions stated there is a two-part process to go through today and do some things Best Practice suggest North Central start a planning process with. The question is “What do you think North Central should be in the next 3, 5 and 10 years.” What is your vision for North Central and this is where the discussion will be focused on today. We are going to look at the Mission Statement, the Core Values and the Vision Statement and get input and see if these statements are still relevant.

Jay gave a broad overview of the timeline of the Strategic Plan Timeline. They already have a lead on the Internal Needs Assessment and have interviewed the Management Team and the Executive Committee on a variety of subjects. So some of those elements have been done. They have started discussing doing some of the Best Practice Research.

In the Internal Needs Assessment we are discussing such things what are the strengths and challenges and what are the products and services that are offered and where they now stand for North Central. Strategy Solutions will include further discussions with the employees likely through using survey. Jay will also be visiting each courthouse having a discussion with the county officials, hopefully all 18 county commissioners, to talk about what are each county’s individual needs, what are the things you’re seeing, what will make North Central more responsive or what kind of services you’re looking for that North Central could best provide, and also understand how each county operates so that North Central can best adapt to those communication needs.

From there, “Hoop” Roche, who was here for the initial discussion regarding the Plan, will be doing interviews with some of the business leaders that North Central has or could work with and there will be surveys for both the municipal members and the clients North Central serves.

Strategy Solutions is aiming for the October Full Board meeting to be the Board Retreat, where they will go into all the findings they have and develop new ways for North Central. From there will be the finalization of the Strategic Plan.

Deb asked for feedback on using the October meeting for the Retreat, perhaps combining the Executive Committee meeting with the Full Board meeting to spend time going over key strategic questions and directions for the organization. Then they will work with staff to develop an action plan with the goal to get this Plan finalized before the end of the year.

According to the Standards for Excellence, one of the Standards is that organizations should have a Strategic Planning process in place and update this Plan at least once every 3 to 5 years. And within a

planning process the Board should be looking at the Mission Statement, Vision Statement and Core Values of the organization. It should be documented in the minutes that we talked about the Mission and Vision Statements.

In reviewing North Central's Mission Statement 67% of those in attendance said the Mission Statement is still relevant but needs to be shortened. Suggestions on how to word the Statement were made and Deb asked staff to come back with a Mission Statement.

Next the Value Statement and Core Values were reviewed. Again 61% of those in attendance said these were still relevant but need work. Perhaps not even have a Value Statement and just have the Core Values because they are easier to read. Deb stated she will let the Management Team decide if the Value State is still necessary.

Regarding the Vision Statement, again 50% of those in attendance said this is relevant but needs work. The main goal should not be recognized and respected and the statement is too generic. We need something that uniquely describes North Central. Again, Deb asked the Management Team to work on this as well.

The next part of the meeting was where do we see North Central in the next 3, 5 to 10 years? Staff gave suggestions as follows:

- A. Appropriately funded to carry out the Mission
- B. Leader in facilitating regional collaboration
- C. Leader in facilitating Technology
- D. Self-sustaining
- E. Effectively implementing priorities
- F. Advocate to support county priorities
- G. Effectively communicating with stakeholders/partners
- H. Facilitator of regional resources
- I. Advocate to support regional priorities
- J. Innovative in taking advantage of new technologies
- K. Adaptability to being responsive to providing needs of the region
- L. Make sure to gather information from all stakeholders so all the counties and all people that are served and providing services to everybody that is in this region
- M. Connect Federal and State resources to local needs
- N. Better vertically integrated into the communities we serve
- O. Build organization in its capacity to address needs of the communities, establishing new programs
- P. Attract/retain talent that we have to do and support these initiatives
- Q. Listen, receive and respond to local issues
- R. Clarify roles and help counties understand how we can help and support them
- S. Engage local communities and local entities. The challenge is how do you get them to participate.

Now rank these issues, using the key pad, you feel are most important to you. 1–Not Important, 2, 3, 4- Somewhat Important, 5, 6, 7-Extremely Important.

The Top 10 were:

1. Effectively communicating with stakeholders/partners
2. Appropriately funded to carry out the Mission
3. Connect Federal and State resources to local needs
4. Adaptability to being responsive to providing needs of the region
5. Listen, receive and respond to local issues
6. Engage local communities and local entities
7. Attract/retain talent that we have to do these initiatives
8. Self-sustaining
9. Advocate to support regional priorities
10. Clarify roles and help counties understand how we can help and support them

The next ones are:

11. Make sure to gather information from all stakeholders so all the counties and all people that are served and providing services to everybody that is in this region
12. Leader in facilitating Regional Collaboration
13. Better vertically integrated into the communities we serve
14. Advocate to support county priorities
15. Facilitator of regional resources
16. Build organization in its capacity to address needs of the communities
17. Innovative in taking advantage of new technologies
18. Effectively implementing priorities
19. Leader in facilitating Technology

When Deb prints this out she will show the difference in the board and staff responses versus the guests.

In closing she said they will be doing outreach to all the counties individually, hoping to talk to each individual county commissioner. They will also be doing outreach to some regional stakeholders and businesses yet to be defined. The job over lunch is to let Deb or Jay know what ideas you may have for stakeholders they should talk to, i.e. key people, businesses, key stakeholders or influencers in the individual county, perhaps representatives of the elected official offices, whoever you think should be interviewed.

The next Full Board of Directors' meeting will be held on Wednesday, October 23, 2019, in the Teleconference Room at the North Central Office, 49 Ridgmont Drive, Ridgway, PA.

ADJOURN

With no other business to be discussed, Doug Morley moved to adjourn the meeting, seconded by Carol Duffy. The meeting adjourned at 12:15 PM.

Respectively submitted,

Daniel R. Freeburg
Secretary/Treasurer