

CapCOG Board of Delegates

Monday, February 20, 2023 - 7:00 PM

**DELEGATES IN ATTENDANCE:**

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| Camp Hill Borough - Bonnie Bentz  Conewago Township, Gary Painter  East Pennsboro Township, Terry  Watts  Hampden Township, Al Bienstock  Highspire Borough, Mark Stonbraker  Hummelstown Borough, Brian Foster  Lemoyne Borough, Sue Yenchko  Londonderry Township, Anna Dale | Lower Paxton Township, Robin  Lindsey, Norm Zoumas  Middle Paxton Township, Jim Fisher  Monaghan Township, Tracy Pawelski  New Cumberland Borough, Gennifer Rickie  North Middleton Township, James Hare  Royalton Borough, Terry Watts  Silver Spring Township, Harry  Kotzmoyer | South Hanover Township, Jack  Studer  Susquehanna Township, Tom Pyne  Swatara Township, Michael Tuckey  Upper Allen Township, Ken Martin  Wormleysburg Borough, Margie Stuski and Sue Stuart |

**MUNICIPALITIES NOT IN ATTENDANCE:**

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| Annville Township  Carlisle Borough  Carroll Township  Dauphin Borough  Derry Township  Dillsburg Borough  East Hanover Township  Fairview Township  Goldsboro Borough | Harrisburg City  Lower Allen Township  Lower Swatara Township  Marysville Borough  Mechanicsburg Borough  Middletown Borough  Monroe Township  Newberry Township | Paxtang Borough  Penbrook Borough  Shiremanstown Borough  Steelton Borough  Swatara Township  West Hanover Township |

**NON-VOTING IN ATTENDANCE:**

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| Vince DiFilippo, Cumberland County  Jill Gingrich, LaTorre Communications  Scott Canto, PNC Bank  Fred Landis, PNC Bank | CapCOG STAFF  Gary Myers, Executive Director  Rhonda Campbell, Program Director |

The meeting was called to order at 7:02 PM by President Robin Lindsey.

The Pledge of Allegiance was led by Ken Martin.

Roundtable introductions were made.

**Presenters**

Lindsey introduced Jill Heisel Gingrich, Latorre Communications who spoke on Crisis Communications.

A copy of the Power Point will be emailed with meeting minutes.

* Crisis Communications is a complex subject. The current crisis is the train derailment in Ohio and it hasn't been managed well.
* In your own community, crisis will look different from other communities. How you handle a crisis is very much the same.
* Three pillars (rules)

1. Step up and show people you care.

2. Step Out (comfort zone) - Accept responsibility.

3. Step Forward - Fix it. Sometimes it's as simple as putting out a statement. You don't have to give details. Do NOT say "no comment."

* Tylenol Case from 1982.
  + Step Up - National information campaign
  + Step Out - Removed product from shelves
  + Step forward - Enhanced safety of products, made customer whole
  + Their CEO was out there from the beginning. This was before social media but the rules are still the same.
* BP Oil Spill - Example of what not to do in handling crisis communications.
* It is not complicated. If you don't get off on the right foot, you can go down a bad hole and it is difficult to come back from.
* Social Media: Clear up inaccuracies very quickly, can go 1-to-1 quickly, it is a chance to clear up inaccuracies immediately. Media stories are updated every few minutes. Limit responses, don't reply to everyone. Make sure you are on the right platform (Next Door, Facebook, Twitter).
* Cheat Sheet -

1. Develop media relations over time.

2. Take suggestions from media.

3. Record your experiences

4. Use social media for key messages

5. Build trust at work.

6. Plan ahead/scenarios

7. Be respectful

8. Show people you care

* It is handy to have a crisis handbook/playbook. Step-by-step guild for what happens; who are stakeholders, key people, media, draft press releases, draft social media, etc.
* Make sure you have identified who the crisis communications contact is; you should identify at least 3 people so you have backup.
* Tracey Pawelski- Even in good townships, bad things happen. People measure you on how you respond. This is a very helpful reminder on what we need to do. People will forgive you if things happen and you are honest about it.

Robin Lindsey introduced Scott Cantor and Fred Landis, PNC, Organizational Financial Wellness.

* A copy of handouts will be sent with minutes.
* Employee Financial Wellness Program offered to municipalities at no cost.
* Address financial needs of organizations.
* We address financial concerns/stressors employees face.
* These stressors can affect employees' productivity.
* PNC's approach.
  + Workplace Banking
  + Health Savings Accounts/FSAs
  + Financial Wellness Achievement Center
* Driven by financial education; give employees tools, resources, and knowledge to improve their financial situation.
* List of financial education offered is on handouts provided at meeting and included with minutes. Can do in person, online, or hybrid. 18 different topics offered currently.
* Trainings are 45 minutes in length - can do in a lunch and learn or tailor to any timeframe desired.
* We can also provide a URL for your employees to access resources through the Achievement Center. Confidential. Employees fill out questionnaire and the Achievement Center sends suggested articles, video, etc. to help them in their financial journey. Gives PNC aggregated reporting to help customize seminars. (e.g., need for managing credit card debt).
* You may wonder, What's in it for PNC? PNC hopes by offering it that they will consider them when a financial need comes up. No requirement to have a relationship with PNC to use resources; complimentary service we provide.
* Municipality does not need a relationship with PNC.
* If someone does choose to establish a relationship, we do offer incentives/rewards.
* Minimum is five employees to offer the workplace banking and achievement center.
* Seminars we'll deliver for one employee.
* Municipalities can come together and offer (e.g., Wormleysburg and Lemoyne)

**Consent Agenda**

* November and End of Year 2022 Treasurer's Report.
  + Motion to Approve: Margie Stuski motioned. Jack Studer seconded. Unanimously approved.
* Treasurer's Reports:
  + Anna Dale motioned. Jim Hare, seconded. Unanimously approved.

**Executive Director's Report - Gary Myers**

* Managers Meeting scheduled for March 29, 2023 at 8 AM at Lower Allen Township.
* SW/Government Fees Task Force Meeting
  + March 1, 2023 at 8:30 AM at Hampden Township
  + Court decision in the Borough of West Chester case has exempted a non profit from paying assessments. Case is being appealed by West Chester Borough in Commonwealth Court. The Borough's stormwater fee was levied under the Home Rule Charter and optional Plans Law. The court did not consider the specific stormwater language in the Second Class Township Code or the Municipal Authorities Act as part of the decision.
  + If it would go to Supreme Court and be ruled a tax, municipalities could be faced with paying back millions of dollars to tax exempt organizations.
* The Auction will be on July 19, 2023 in South Middleton Township. Forms will go out to members in late May.

**2023-24 Joint Bids**

* The 2023-24 Joint Bids have been tabulated and are presented to the Board of Delegates for ratification.
* Bids were opened February 6, 2023 with 14 vendors in attendance.
* No bids were received for waste water/stormwater products or equipment rentals.
* Terry Watts motioned to approve the 2023-24 joint bids. Tom Pyne seconded. Unanimously approved.

**County Reports**

***Cumberland County - Vince DiFilippo***

* Cumberland County recently issued $47,124 in Active Volunteer Real Estate Tax Credits to 197 volunteer firefighters and EMS personnel. The tax credit was created by an ordinance passed by the Board of Commissioners in 2022, to acknowledge the value and dedication of our volunteer firefighters and EMS personnel. Volunteers who applied and qualified for the tax credits received payments ranging from $87 to the maximum of $250.
* The Cumberland County Board of Commissioners recently approved $266,607 in land partnership grants for projects across the county. The funding will be used for nine projects including eight municipalities and one non-profit organization.
  + Grant Awards:

▪ Mechanicsburg Borough – Land acquisition for South Mountain Trolley Greenway - $15,500

▪ Dickinson Township – Trail development/improvements, Lindenwood and Stuart Parks - $40,000

▪ Hampden Township – Srouji Park Improvements, including a shelter and public restroom - $40,000

▪ Letort Regional Authority – Invasive plant removal, native plantings, trail development for Letort Greenway, signage and brochures - $24,107

▪ Penn Township – Community Park improvements, including pavilion and shaded picnic grove - $40,000

▪ Silver Spring Township – Paul Walters Park improvements including pickleball courts, paved walking trails and benches - $40,000

▪ Lemoyne Borough – Memorial Park improvements including basketball court rehab, installation of gaga pit and signage upgrade - $29,000

▪ Lower Frankford Township – Opossum Lake improvements including, installation of additional playground equipment - $18,000

▪ Upper Allen Township – Winding Hill Park North improvements including lighting for parking area and basketball courts - $20,000

* The Cumberland County Board of Commissioners with majority vote, approved additional contracts for the Recovery Grant Program for:
  + Bosler Memorial Library
  + New Cumberland Library
  + John Graham Library
  + South Middleton Municipal Authority
  + Upper Allen Township
  + South Middleton Township
  + United Way of Carlisle and Cumberland County
  + PA Elks Major Projects
  + Penn State University-College of Medicine

*Dauphin County -* Doug Brown provided a report following the meeting.

* Dauphin County Local Government Forum is being held on Wednesday (2/22) at 6PM at the Dauphin County Conservation District. At this meeting, we will review various county programs and the infrastructure programs noted below.
* County is launching a additional infrastructure program called the **Transportation Safety Improvements Program**. This is a 75/25 grant to eligible applicants (municipalities) for improvements to their local transportation infrastructure focused on safety. Program will open in March.
* County is also launching a second round of the **Dauphin County Infrastructure Bank-General Program** which provides subsidized loan financing for general infrastructure projects like water, sewer, stormwater, etc. Opening in March as well.
* Dauphin County Community Matters Grant Program just closed with 94 applicants. This program provides grants to minority and women owned businesses and nonprofits with projects that will improve underserved areas. Applications are currently under review.
* Dauphin County Local Share Grant Program opens May 2. Applicants with a project in mind are encouraged to contact their local municipality to discuss cosponsorship.

Jim Fisher shared that Dauphin County enacted an ordinance in January in recognition of volunteer fire fighter and EMS income tax rebate $250 and retroactive to 2022 for all fire fighters and EMS in Dauphin County.

*York County -* No Report

*Legislative Update - Nate Silcox*

* No Report

*PaCOG Update - Gary Myers*

* Working with a few entities to explore management of PACOG.

*UCC Update - Terry Watts*

* No UCC Activity.

*Public Safety - Ken Martin*

* We don't have any real SAFER grant updates. There is a ZOOM next week. If you are participating and don't have rosters for new FF physicals and gear reimbursement, make sure to get those to Scott Ryno.
* Pawelski- EMS Tax Credits - Is that driven at the county level?
* Fisher - In Dauphin, yes, RE: tax rebates.

**Good of the order**

* Brian Foster, Hummelstown Borough. This comment is late in coming. A year and a half ago our manager retired. We asked Gary Myers to serve as one of three independent interviewers. We went through many people who wanted to apply. I want to thank Gary for his participation. We are so fortunate because our Borough was in a precarious position and we were fortunate to get Theresa Eberly (formerly of Silver Spring Township) and we are in a much better place than two years ago.

Meeting was adjourned at 7:40 PM. Watts motioned. Tracey seconded. Unanimously approved.