



Whitehall Township Industrial & Commercial Development Authority
The Resource to Start & Grow Your Business
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March 16,

**2020
Meeting Minutes**

Board of Directors

President
Kent Newhart (2023)

Vice President
Vito G. Gallo (2021)

Secretary
Diane Davidson
(2022)

Treasurer
Stephanie Colbry
(2022)

Cheryl Huckabee
Washington (2023)

Benn Smith (2020)

Jeffrey Warren (2020)

Rhonda Bastian
(2022)

Cara Butz (2022)

Executive Director
Vacant

Solicitor
Joseph Zator II, Esq.

Assistant Solicitor
Jennifer Alderfer,
Esq.

Welcome! (Kent) - called to order 6:35 pm
Role Call: Kent Newhart, Vito Gallo, Rhonda Bastian, Cheryl Huckabee-Washington, Benn Smith, Jeff Warren, Diane Davidson and Solicitor Jennifer Alderfer.

1. Approval of Minutes-January 20, 2020 (Diane)- Attachment 1
- Motion to Approve the January Meeting Minutes - 1st Benn Smith, 2nd Cheryl Huckabee-Washington; Approved - All; Opposed - None.

2. Financials (Kent)-Attachment 2
-Update on Officer's Audit/Finance Committee meeting, March 2, 2020 re: State Audit and information requirements
-Township submission
- Reviewed updates and February statement, including the submission to the Township for the 1st reimbursement request; it has been delivered to Jack Meyers; anticipating receiving the reimbursement in the next couple of weeks. Benn asked about the small bond, if it has been sold. Kent believes it has been deposited; although will verify. Vito - we also discussed the state audit and what will be due in July 2020. Motion to approve the financials - 1st Diane; 2nd Rhonda Bastian - Approved - All; Opposed - None.

3. President's Update (Kent)
-Formation of a General Purpose Municipal Authority-meeting with Commissioner Ginder and Mayor on March 4, 2020 -
- We were left with 2 questions - one to WTICDA: where would the money come from? - from the grant to the GPA. You can make grants for Economic Development for projects. Essentially the law allows us make the grants we have been discussing. The GPA would be the applicant. We would form the new authority to establish the General Purpose Authority. The date the IDA was established was

1974; thus the discussion will come up to see if the IDA will continue past the original 50 year term (2024). WADA was established to help with a CRIZ, which was never utilized by the Township. It would not be ideal to utilize the WADA because it was never able to be utilized.

-WTICDA current budget projection discussion (Stephanie - not able to attend, will discuss at next meeting)

4. Mayor's Report (Mike - not able to attend)

- Township economic development activity updates - Jersey Mike's and new Starbucks. Rumors that something exciting may be happening at the former Sears site.
- Greater Lehigh Valley/Whitehall Chamber event with Mayor on March 12th at Fellowship - it was cancelled due to COVID-19 concerns. Rescheduled to mid-late May.
- Cheryl Huckabee-Washington met with the new commissioner, Chuck - he strongly suggested that someone from WTICDA try to attend the monthly Township workshops. Vito also met with him to help him get up to speed with the government side of the Township. Vito suggested to do an educational seminar for the 3 new commissioners to get them acquainted with WTICDA.
- PA State Ethic Forms due to Larissa by April 3

5. Commissioner's Report - (Jeff) - newest Commissioner Michael Dee. He is chief of staff to Jeanie McNeil and is a strong proponent of Economic Development. The township floated a \$10m bond; also has a \$1.5m tower truck in the plan. If these bonds go to zero, due to the current economic changes, maybe it is time to float the bond for these projects. If we create this new authority, it would be a good time to remind the Commissioners that the new GPA could help with the financing of other items needed.

6. Old Business/Project Updates

- Loan Pool Projects (Benn/Vito)- possible sale of ice cream equipment for Blue August/ MP Squared Loan (Mai Shunk) - Benn - has not heard from Howard regarding the "change in financial status". Vito - a local ice cream vendor reached out and would like to view the ice cream equipment. Scheduled to be Thursday 3/19 evening to view the equipment and hopefully submit an offer. Jennifer would need to review the updated documents to see if the lien holders need to accept the offer, in addition to Mai.
- State Historical District Grant Thomas Ironworks Hockendauqua Grant:
 - Update from Artefact, Inc. (Vito) - Stephanie and Vito edited and reformatted it, then submitted it to the Whitehall Township newsletter that should be out in May.

- Township Newsletter Spring/Summer 2020 submission/ Project Summary-(Attachment 3) (Vito/Stephanie)
- Letters of support pledged NMIH and Sen. Boscola-(Vito) - the Nation Museum of Industrial History is actively working on developing their project and were very happy to hear about Thomas Iron Works and our hopes to work on Historical designation.
 - Additional discussion of formation of 501(c)?-status (Jennifer) and name and scope of new 501(c); broader use in Whitehall Discussed various names for the 501(C). Whitehall Area Foundation - WAF. Jeff had suggestions regarding other areas to utilize the 501(c) such as the Mickley/Pridon Farm; 1762 1 room house and an 1835 double wall house in good condition 90% original. Architect went through it about 1 ½ months ago, due soon.

7. New Business

- Website updates-including new 2020 meeting schedule
- LA Interactive Proposal for work 2020- (Attachment 4) - Vito - proposal to change the service they provide to us - \$250/quarter; currently paying \$135/quarter (only a hosting fee). To get website maintenance, editing, 1 case study per story (for example - like a feature story). Rhonda - we need analytics; SEO, so we can compare if there is improvement in 6 months. Vito - Everyone please review the website.
- Motion to Approve - 1st Benn Smith, 2nd Vito Gallo; All Approved; None Opposed
- Pay off Line of Credit? - table for another meeting
- New GP Municipal Authority legal opinion update: IDA grant or loans allowable? (Jennifer) - forward the opinion email.

8. Next Meeting: May 18, 2020 at 6:30PM -last at Township Municipal Building this year due to construction. The next meetings will be held at Kent's office. ATA Financial 1044 Third St., Whitehall 18052. Diane to email the newspaper to publish notice to change location.

9. Adjourn Motion to Adjourn - 1st Cheryl Huckabee-Washington, 2nd - Rhonda Bastion; All Approved; Opposed -None - 7:57 pm