

New Castle Downtown Business Association

May 10, 2022

12:00 pm-1:00 pm

The Confluence

214 E Washington St. New Castle, PA 16101

Attendance:

Paul Bucciarelli – Chamber
Jeff Dereume – SBDC
Don Kemerer – Cray
Kim Harned – Salvation Army
Frank Zelinsky – PA CareerLink
Shawn Anderson – City of New Castle
Matthew Geiger – PA CareerLink
Amy Jones – DON Management
Ashley Stevenson – DON ReClaim
Anita McKeever – DON Management
Shelley Vendemic – DON
Janet Falotico – Visit Lawrence County
Amy Stapleton – WesBanco – Vice President
Amy Love-Penfield – WesBanco
Pat Amabile – Shipping Depot – President
Jeffrey Feola – Feola Entertainment

I. Call to Order – Pat Amabile, President

II. Financial Report – Balance as of 5/10/2022 is \$4,504.71

III. Partner Reports

- A. City of New Castle – Mayor’s Office** Shawn Anderson presented information packet titled A Proposed Hometown Blueprint Plan 2027. Looking for college intern. Have used services of PA CareerLink for candidates to fulfill enforcement position. Search is ongoing.
- B. County of Lawrence – Commissioners** – No one present
- C. Regional Chamber of Commerce** – Paul Bucciarelli spoke regarding Forward Lawrence County to revitalize County. Will be doing three video testimonials with new growth in the area. May 18th will be a workforce focus group meeting from 11:00am-1:00 pm. Mixer being held on May 25th FLY (Forward Lawrence County Young Professionals). Golf outing is being held June 6th and still looking for foursomes to play. Leadership Program in conjunction with PSU Beaver will be held October – May.
- D. Tourist Promotion** – Janet Falotico spoke regarding school program in Pre-K through high school students. Pre-K through 3rd grade Flat Larry coloring and being displayed at Pizza

Joe's. Older students' fun facts and bucket lists. National Tourism Week saw partnerships with neighboring counties and offered \$100 gift cards to encourage new growth and opportunities among the counties.

- E. PA CareerLink** – Matthew Geiger spoke regarding youth summer program involving internship and paid work experience from ages 16-24. One available program to employers is 50% wage reimbursement for employee on the job training. Also tuition assistance up to \$8000 grant for students who qualify. Possible job fair in conjunction with Mercer County.

- F. New Visions** – Jeff Feola provided information regarding online campaign for beautification of downtown. Once funds can be obtained of \$2500 there is a pledge to match that amount. In addition, when \$5000 is reached there is an additional \$1000 available for total of \$6000. June 4th will be planting of flowers downtown. The recent Market in the Mall was a success with 75 vendors. May 28th will be the Color Run. HomeTown Summer Concerts will be starting on June 24th with 5 additional concerts to follow. These concerts are diverse in music, gender and color. At this time, still looking to raise at least \$2000 more through sponsorships. Starting June 24th and running through end of October will be Hometown Growers & Makers Market with 35-40 vendors. This will be held weekly on Saturdays from 8:00am – 12:00pm

IV. Open Board Discussion Don Kemerer spoke about a peer to peer event being held at The Confluence on May 18th from 5:30-7:30. Looking for support as needed. Kim Harned from Salvation Army spoke in reference for requests for 6 families in need. Anita will be able to assist with providing families in need as well as touring the city. Shelly Vendemic spoke about Freedom Fair & Fireworks Festival being held on July 30th. Strong need for sponsorship and volunteers.

V. Adjournment Being no further business to discuss, the meeting adjourned at 1:20pm. The next meeting will held be on June 14, 2022 at The Confluence from 12:00pm – 1:00 pm.