



# Russell County Economic Development and Convention & Visitors Bureau Advisory Board Meeting



*Thursday, June 20<sup>th</sup>, 2024 @ 7:30am @ Russell County Economic Development & CVB  
Office*

## Meeting Minutes

### In Attendance

Duke Strobel, John Fletcher, Dustin Madden, Karla Berry, Malinda Walker, Jon Birky, Jeannine Byers-Long (Online), Kayla Schneider (online), Jeannie Stramel (online), Maggie Holloway, Lisa Sandberg, and Mike Parsons.

### Call Meeting to Order:

John Fletcher called the meeting to order at 7:30 a.m.

### Opening Announcements: None.

Review and Approval of Minutes: Dustin Madden made the motion to approve both April & May minutes, Duke Strobel seconded; motion carried.

Financial Review: Mike gave a general overview; CVB fund #150 has spent 26% of the budget for the year, YTD \$24,188.25 with a remaining balance of \$67,911.75. ED fund #155 has spent 40% of the budget for the year, YTD \$98,814.58 with a remaining balance of \$151,185.42.

Open Conversation: Mike will forward the email to the board with sales tax & transient guest tax.

### Loan Program Updates:

- Russell County Loan Program – Currently a delinquency, contact will be made.
- E-Community Loan Program – Sarah LaRosh will be visiting to give a loan program update.
- GrowKs Loan Program – Everything is up to date; another meeting will be held soon.
- Other-

CVB Funding Request: Lucas Adam's Apple Festival- Maggie presented the funding request of \$3,000.00. After board discussion Duke made the motion approve, Malinda seconded; motion carried unanimously.

### Projects/Clients:

- **Project AA:** Business expansion, downtown Russell. Client is finalizing financials and will be primed to submit loan applications at the start of the program's new fiscal year – July 1<sup>st</sup>. Also working with client to apply for other potential state incentive programs.
- **Project Ramp:** – New business, countywide/regional. Client is pursuing a \$15,000 loan and has submitted all necessary paperwork – the loan committee will reconvene to review and approve/deny funds soon.

- **Project Alamo:** Business expansion/building purchase, Russell. Client has just started the business planning process and will meet with Mike and Corina Cox to discuss the potential of a CDBG- Commercial Rehabilitation grant.
- **Project Crown:** Resources for existing business, Russell. Client needs a resource to update/streamline the inventory and accounting process. Mike is working to connect the client with a state program to design/implement that technology into the business.
- **Bright Beginnings Daycare:** New Business, Russell. Client is working to finalize paperwork/licensing. Potentially looking at an RCED Loan for startup cost/facility improvements.
- **Project Quest:** – New business/building purchase, Russell. Client has purchased the building and is working through the business planning process with the intent to apply for funds to refurbish the property.
- **Project Stream:** New business, Russell. Just starting the business planning process. Potential of future building purchase.
- **Project 714 North Main - Gregwires:** Gregwires. Business closure, Russell. Working with client and potential future client to assist in the next steps of the main street building. No action yet.

#### Programs/Events:

- **Workforce Consortium-** Mike gave an update – Program was implemented by FHSU; They will meet next week for more brainstorming.
- **Make My Move-** Mike discussed the program to recruit families to rural Kansas, there is an application that has been approved.
- **Business Plan Bootcamp-** Mike discussed the possibility of doing a bootcamp for start-up businesses.
- **NRP Updates/Extensions-** Mike gave an update on a NRP possibly needing an extension, that will be presented to the commission on July 1<sup>st</sup>.
- **Internships-** Mike gave a quick update on the Jag-K Ogalla Commons 8 internships and how it looks as of now.

#### Office Miscellaneous:

- **Website Overhaul-** Mike stated Maggie has launched the website she built from scratch. Some areas are still under construction, and a work in progress.
- **Interactive Maps / Digital Itinerary-** Maggie gave an update- she is looking into programs that help with interactive maps. She is also in the process of digitizing the Visitors Guide to make that interactive as well.
- **Housing Assessment-** NWKEICI – Lucas & Russell housing assessments are out of date. The contract needs to be signed to secure funds.
- **RRC Updates/Extensions-** Mike and Maggie met with the new director of the rec center Nick Turner about new ideas for the area.
- **Business Showers-** Mike stated that Lisa did her first grant; we are hoping to partner with the Russell Chamber of Commerce and Lucas Chamber of Commerce.

- **RHS Alumni Database-** Mike gave an update- Our office plans to pursue an internship through the Dane G. Hansen program when applications open this fall.

**Community Updates, Additional Announcements, and Open Conversation:** Duke gave updates on roadwork and construction. Malinda gave an update on The Log Cabin; she stated on 7/13 there will be another fundraiser, it will be held at the golf course in Luray. Karla gave an update on Kans for Kids and said there will be a fundraiser at LaSada on 8/17; Mike asked the board for permission to support the cause with \$100 donation which was approved.

**Motion to Adjourn:** John Fletcher made a motion to adjourn, Jon Birky seconded; Motion carried. Meeting adjourned @ 8:37 a.m.

Next Advisory Board Meeting: July 18<sup>th</sup> @ 7:30 am @ Russell County Economic Development & CVB Office