



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



*Thursday, May 16th, 2024 @ 7:30am @ Russell County Economic Development & CVB
Office*

Meeting Minutes

In Attendance

Duke Strobel, John Fletcher, Jeannine Byers-Long, Karla Berry, Jon Birky, Dustin Madden, Malinda Walker (phone call), Maggie Holloway, Lisa Sandberg, and Mike Parsons.

Call Meeting to Order:

John Fletcher called the meeting to order at 7:32 a.m.

Opening Announcements: The board will not be able to vote unless another board member is present due to lack of quorum.

Review and Approval of Minutes:

Karla mentioned that a correction needs to be made, minutes from April's Board meeting will be voted on at the Board Meeting on June 20th.

Financial Review: Financials were reviewed, Mike gave a general overview; CVB fund #150 has spent YTD \$15,296.88 with a remaining balance of \$76,803.12. ED fund #155 has spent YTD \$72,448.45 with a remaining balance of \$177,551.55.

Loan Program Updates:

- Russell County Loan Program – No current applications
- E-Community Loan Program – No current applications
- GrowKs Loan Program – No current applications
- **Other:** Mike provided updates related to the loan programs.

Note: Maggie called Malinda to have enough people for a vote on the funding request, Malinda's internet was not allowing her to connect to Zoom.

CVB Funding Request:

Lovegrass- Maggie presented the funding request of \$3,000.00. After board discussion John Fletcher made the motion approve, Jeannine Byers-Long seconded; motion carried, Malinda Walker voted by phone.

Projects/Clients:

- **Project Quest:** Confidential Project – Mike updated the board.
- **ROOMS - RMSI:** Much discussion was had about the new Main Street program. Mike has three potential clients for the program, but none prepared for the short turnaround.
- **Project Prison:** Confidential Project – Mike gave an overview of the project.
- **Project Wings:** Confidential Project - Mike gave an overview of the project.
- **Dentist Ramp:** Project is moving forward – loan request of \$15,000 to loan committee.
- **Project AA:** Client is working on business plan and financials. Building improvements on Main in Russell.
- **Project Patriot:** Discussion of land purchase and possible new business in County.
- **Project Tractor:** New client business plan – request for small equipment loan.

Programs/Events:

- **Farmers Market-** Mike gave an update that Russell County Economic Development & CVB has now partnered with The Farmers Market.
- **Lemonade Stand Challenge-** Mike will be challenging Hays CVB to a Lemonade Stand Challenge.
- **Rural Champion Program-** Discussion was had about the Rural Championship Program towards childcare.
- **Housing Assessment Tool-** Discussion was had about ways we could use the Housing Assessment Tool.
- **KARL-** Mike gave a quick update; He has been accepted into the program and briefly talked about what it's going to look like.
- **Be Our Guest-** Maggie discussed possibly putting together a program geared towards customer service and tourism.

Office Miscellaneous:

- **Bylaws-** The board reviewed the corrections, there are other changes that were suggested. Corrections will be made; a vote will take place at a later time.
- **Workforce Think Tank-** It was stated that this program was implemented by FHSU; More of this will be seen, it is a great idea.
- **FAM Trip (KDS)-** Maggie gave an update that she would be attending part of the FAM Tour on 5/18 & 5/19
- **KDC Business Awards-** Much discussion was had about the type of awards that should be handed out.
- **New Billboards-** There are two new billboards outside of town that are available for rent.
- **TIAK – (KDS)** Maggie gave an overview of how it works, and you earn points in the program for certain things that you do.

Community Updates, Additional Announcements, and Open Conversation: None.

Motion to Adjourn: Jon Birky made a motion to adjourn, John Fletcher seconded; Motion carried. Meeting adjourned @ 8:53 a.m.

Next Advisory Board Meeting: June 20th @ 7:30 am @ Russell County Economic Development & CVB Office.