



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



*Thursday, August 15th, 2024 @ 7:30am @ Russell County Economic Development & CVB
Office*

Meeting Minutes

In Attendance:

Dustin Madden, Malinda Walker, Jon Birky, Jeannine Byers-Long, Jamie Malone, Jeannie Stramel, Aaron Talbott (online) Maggie Holloway, Lisa Sandberg, and Mike Parsons.

Call Meeting to Order:

Jon Birky called the meeting to order at 7:31 a.m.

Opening Announcements: None.

Review and Approval of Minutes:

Jeannine made a motion to approve the minutes from July, Jeannie seconded; motion carried unanimously.

Financial Review: Mike gave a general overview; CVB fund #150 has spent 39% of the budget for the year, YTD \$35,927.53 with a remaining balance of \$56,172.47. ED fund #155 has spent 56% of the budget for the year, YTD \$140,317.82 with a remaining balance of \$109,682.18.

Loan Program Updates:

- Russell County Loan Program – Mike gave a general update about the loan program.
- E-Community Loan Program – No current update.
- GrowKs Loan Program – No current update.
- Other- Sarah LaRosh will be joining a board meeting in the near future with updates on all of the loan programs.

CVB Funding Request: Wheatland District Sporting Clays- Maggie presented the funding request of \$1,400.00. After board discussion Jeannine made the motion approve in the amount of \$500.00, motion failed due to no second. Aaron Talbott made the motion to approve for \$1,400.00, Jeannie seconded; motion carried.

Luray Craftique- Maggie presented the funding request of \$500.00. After board discussion Jeannie made the motion approve in the amount of \$500.00, Jamie seconded; motion carried unanimously.

Funding Report – Future Planning – Maggie made a onesheet of previous funding requests that date back to 2021, she gave a brief explanation on the document.

Projects/Clients:

- **Project 5 Floors:** Meyers Furniture, Marty Myers is closing his business and planning a liquidation sale for inventory. The office is working to retain the business with new ownership.
- **Project Smoky Hills:** Confidential Expansion Project
- **Project Toothache:** Mike updated the board and said they are still working towards Dr. Carpenter to purchase Dr. Jones building and expand his business.
- **Project Beano:** Confidential Retention Project
- **Project Tippy Bull:** Mike is currently working with a client to purchase the Bar and Grill in Dorrance.
- **Project Crossroads:** Mike discussed the manufacturing/distribution recruitment efforts, purchase of database for cold calls/emails.

Open Conversation: Mike discussed the 13-state manufacturing directory; Jamie made a motion to approve the \$900 book and \$300 advertisement, Malinda seconded; motion carried. Mike mentioned that the housing development project should be breaking ground this fall and has been named Flintwood.

Programs/Events:

- **Storefront/Signage Grant Program-** Mike gave an update on the program and stated the grant application will be released on 10/01/24, in the process of writing a grant to expand the program.
- **Banker/Partner/Realtor Breakfast-** Mike gave an overview; planning to host an event to share/advertise available programs/resources.
- **NWKTC-** Maggie will host the Northwest Kansas Travel Council on September 24th.
- **Love, Kansas – Grant Agreement-** Mike stated this is a new state program with hopes to bring boomerangs back to Kansas, signed agreement on \$5,000 grant.
- **MakeMyMove-** Mike gave an update - recruitment programs implemented locally, \$5,000 grant.

- **Coloring Book Partnership-** Possible partnerships are in the works to see if our office can obtain more submissions for our coloring book contest; While it had a lot of interest, it did not produce a lot of follow-throughs.
- **NWKTC Meeting Host-** Maggie gave an overview on her regional meetings and will host the Northwest Kansas Travel Council on September 24th.

Open Conversation: The CEC conference we put into host in Russell was not approved, two other counties were selected.

- **Office Miscellaneous:**
- **Job Board-** Discussion was had on the revisions to our existing job board. Also discussed using the regional resources our office has access to. The discussion has been tabled for now.
- **RMSI Project Handoff-** Discussion was had of two clients with building potential – requested outside sources assistance in finding programs.
- **Potential Arena Development-** Mike updated – Potentially make a bigger attraction for the county.
- **Promotions-** Maggie went over what she promotes and said that she will be focusing more on trying to get the eateries and retail stores more in the spotlight.
- **Budget Planning-** This topic has been tabled until our next meeting on 09/19/24.
- **The Connection – Podcast-** Mike said the office is exploring a podcast to help countywide services and event communication.

Community Updates, Additional Announcements, and Open Conversation: Jeannie mentioned that Great Plains is currently shut down and that the Lovegrass Music Festival had a huge turnout, and it was a great success. Aaron Talbott stated LaSada won the vote to have the state shoot at their business. Jon Birky mentioned he will miss the meeting on 9/19/24.

Motion to Adjourn: Dustin made the motion to adjourn, Jeannine seconded; motion carried. Meeting adjourned at 8:58a.m.

Next Advisory Board Meeting: September 19th @ 7:30 am @ Russell County Economic Development & CVB Office