



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



Thursday, January 15th, 2026 @ 7:30am @ RCED&CVB Office

Meeting Minutes

Attendance:

Dustin Madden, Duke Strobel, Karla Berry, Jeannie Stramel, Jamie Malone, Jeannine Byers-Long, Aaron Talbott (online), Malinda Walker (online), Kayla Schneider, Alex Lofland, Lisa Moubry, Lisa Sandberg, Ryleigh Wagner, and Mike Parsons.

Call Meeting to Order:

Vice Chair Dustin Madden called the meeting to order at 7:34 a.m.

Review and Approval of Agenda:

Review and Approval of Minutes:

Karla made a motion to approve the minutes, Jeannine seconded; motion carried unanimously.

Financial Review:

December financials will be sent to the board at a later time.

Public Comment:

Lisa Moubry shared that nominations are open for Russell Chamber businesses and individuals but will close soon, and that tickets are available for the banquet.

Board Reports or Announcements:

Jeannie is resigning from the board and that there is a potential representative from Lucas to replace her and shared that the Grassroots Art Center will be conducting interviews tomorrow for the Executive Director position. Jeannine stated that the Moving for Good campaign will benefit the Lucas Historical Society for the first part of the year. Jamie reported that the Russell County Childcare Coalition has raised enough donations to purchase the Jay Street house and has begun renovations.

Staff Reports or Announcements:

- **Flintwood Ribbon Cutting:** The ribbon cutting will take place on 2/20 @ 10:00 a.m.
- **Phase 2 Housing Development:** Mike discussed the next phase of the plan, envisioning a mix of slightly larger for sale and for rent duplexes compared to phase one.
- **Project Live Mas:** Began preliminary outreach to evaluate interest and feasibility for potential business collaborations.

- **WKREDA RFP:** Mike announced that Ryleigh got the RFP, it will put 30 heads in beds which helps generate transient guest tax.
- **America 250:** Ryleigh gave insight into her ideas for participating in the nationwide America 250 celebration.
- **SLP Partnership:** Mike shared an update on the next phase of the SLP partnership, focusing on a targeted industry strategy, mock RFP training and expanded outreach efforts.
- **Project Jump Start:** This project is progressing steadily, with preparations nearly complete and next steps moving forward.
- **MicroMansions:** Exploring partnerships to support efficient, scalable construction.
- **Billboard Grant Program:** The community billboard initiative is progressing with extended deadlines, growing participation, and plans to review entries and select new designs at the February meeting.
- **Foodpreneur Boot Camp:** Ryleigh mentioned the office is supporting the program again and Russell County residents interested can sign up for just \$25 until 1/25 for early bird pricing.
- **Project Clover:** A preliminary concept is being explored to reposition an existing public facility as a centralized, revenue-generating conference venue while preserving its current functions and evaluating funding, governance, and policy implications.
- **Project En Route:** Discussion was had about wrapping semis with QR codes and exploring regional partnerships.

Unfinished Business:

- None

New Business:

- **2026 SFSG Review & Approval-** Mike presented applications that were approved in the amount of \$10,000. Dustin made a motion to pay the recipients the amount awarded.
- **Fire Sprinkler Support Program-** Discussion focused on a proposed grant program to assist business owners with installing fire suppression systems.
- **Annual Dues/Memberships-** Mike presented the board with annual dues and memberships that our office has received so far. Dustin made a motion to pay the dues and membership, Jeannine seconded; motion carried unanimously.
- **Chamber Banquet-** Mike mentioned that the Russell Area Chamber of Commerce is having the Annual banquet on 1/26, the office will be in attendance.
- **Pheasant Release Program-** Discussion was had about implementing a program to release banded birds and what that might look like.
- **2027 Kansas Travel Guide-** Tabled until next meeting.
- **Window Clings +-** Discussion was had about reusable marketing materials with local businesses, focusing on longevity and cost-efficiency.

Executive Session (Time – Start and Finish):

At 9:26 a.m. Jeannine made a motion to enter into a 30-minute executive session to discuss confidential projects, Duke seconded; motion carried unanimously.

At 9:49 a.m. the meeting resumed with no action taken.

Adjournment:

At 9:50 a.m. Jeannine made the motion to adjourn, Alex seconded; motion carried.