



Russell County Economic Development and CVB Minutes

Date: 04/14/2022

Time: 7:30AM

Call to Order: Mike Parsons at 7:27AM

In Attendance

Mike Parsons, Ashley Wickham, Maggie Holloway, Jim Cross, Trent Leach, Jeannie Stramel, Malinda Walker, Karla Berry, Jon Birky, Daron Woelk, Don Varner, John Fletcher, Jon Quinday (Virtual), Janet Funk (Virtual), Guest- Alice Hill, Guest- Sarah LaRosh

Approval of Minutes

Karla motioned to approve minutes from February 2022 & March 2022 as written. Daron seconded the motion. Motion approved.

Approval of Financials

Larry motioned to approve financials from February 2022 & March 2022. Jim seconded the motion. Motion approved.

Russell County Loan Program

\$48,764.85 in program left. \$4,500.00 loan approved for a mobile snowclone business from Gorham.

E-Community Loan Program

No change to fund amount. Sarah LaRosh from NetWork Kansas gave an update about what programs they currently have going on.

Economic Development Update

- **Project Cover**- Out of state clients came to town, went on a tour. Interested in a location near I-70.
- **Russell County Food Consortium**- Alice Hill from Step Back in Time Food Market in Luray came in and gave an update on how they are doing and how they would like to grow in the next few years.
- **Historic Survey Process**- Mike would like to focus on Lucas and Luray first. Can apply next year for the grants.
- **Vacant Lot Database**- A database for vacant lots has been requested for Russell and Lucas. Connie from the Lucas Chamber is working on the Lucas Database.
- **Grant Work**- Currently working with Gorham Fire Department and Bunker Hill Fire Department on grants.
- **NRP Tax Abatement**- 5 year, 50%, hopefully countywide. 12 townships, 4 school districts & county. Only for unincorporated areas, minus the lake area. Pending public hearing notices.
- **13 Ways Book Club**- This next Monday is the final book club meeting day in Russell. Registration for the book club in Lucas is open. Russell currently has a waiting list for the net round in Russell.
- **City Dues Requests- Presentations**- City dues will be focused on next month for requests & presentations.
- **Workforce Recruitment**- Plan drafted- Mike plans on going to the Colorado State Fair with wKREDA to work a booth.
- **Confidential Projects**- 2 businesses, 1 outside city limits, 1 in city limits. Applying for SBA Funds- both expansions around the \$400,000.00 mark.

Other Projects

- Lucas has an eatery/coffee bar in the works. They are currently working on a business plan.
- Luray is working on water rights, options with the City of Russell have been discussed.

Tourism Update

- Transient guest tax is close to \$85,000.00. Numbers come out in 2 weeks.
- Upcoming events include- National Byway conference, National Travel Week (FB), Blessing of the Bikes
- Omaha Sports Show- Ashley would like to do a Russell County booth next year
- Denver Sports Show- Ashley was unable to attend.
- Ashley is looking for other Sports Shows to attend.
- New Hotel is working with the city for a building permit. Hotel will have 65 rooms.

Funding Requests

Old 40 Bar & Grill- Blessing of the Bikes- \$500 request. Karla moves to fund, Jim 2nds, passed unanimously.

Russell County Historical Society- \$1000.00 request. Jim moves, Daron 2nds, passed unanimously.

Community Updates

- Lucas is looking forward to their Easter Egg Hunt and Alumni. Had an Art Day on 4/1 & It's also Brant's 100 year anniversary.
- Luray has their Easter Egg Hunt scheduled, Friendship Day is being planned, Craftique registration has opened, Alumni is happening this year, a new event (Buzzards Fest) will also be taking place.
- Post Rock Limestone- Has a July 10th bus trip scheduled

Next Meeting

The next meeting will be Thursday May 12th, 2022 at 7:30am at Lucas Community Center.

