



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



Thursday, April 18th, 2024, at 7:30 am at Russell County Economic Development & CVB Office

Meeting Minutes

In Attendance

Duke Strobel, John Fletcher, Jeannine Byers-Long, Jeannie Stramel, Dustin Madden, Aaron Talbott (online), Malinda Walker (online), Kayla Schneider, 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:

Don Varner, Karla Berry, and Jon Birky are excused from the meeting.

Review and Approval of Minutes:

Jeannie Stramel made a motion to approve, Duke Strobel seconded; Motion carried unanimously.

Financial Review:

Mike provided an in-depth review of the March financial reports. YTD expenses for CVB #150 equal \$12,443.64, leaving a remaining balance of \$79,656.36. YTD expenses for ED #150 equal \$48,485.25, leaving a remaining balance of \$201,514.75.

Loan Program Updates:

- Russell County Loan Program – No current applications
- E-Community Loan Program – No current applications
- Grow KS Loan Program – No current applications
- Other – Mike provided updates related to the loan programs and requested a short meeting of the loan review committee to follow the meeting.

Projects/Clients:

- **Project Quest** - Mike provided an update on the clients' business plan and a change in direction from the last meeting. Project still moving forward.

- **Project T-Bone** - Mike announced a new client and potential new business – in the planning phase. Discussion was held about the logistics of the business and the future location of the business.
- **Project Eagle** - Mike provided an update on a potential manufacturing business expansion. Partnership with KDC to expand their market. The potential of new construction was also discussed.
- **Dentist Recruitment/Toothache** - Mike provided an update on the current recruitment efforts and the struggles of the last proposed business plan of Project Toothache. The board discussed the current issues and construction costs.
- **Project Swag / Project Convoy** - Mike provided a general overview of both business plans. After discussion, it was decided not to move forward with either project.
- **Senior Housing Development** – Project is moving forward. Kayla and Mike spoke about the latest updates and work involved. Requested incentives were also discussed.
- **Bunker Hill Blacktop/Bridge** – Mike provided an overview of a partnership with Road & Bridge to apply for Federal grants for the reconstruction of Bunker Hill blacktop. Discussion was had about the increased traffic on the road.
- **Project Stone** – Mike provided an update on the project. Business plan is complete, loan applications on deck for the business expansion.
- **Other** – Mike provided a short overview of one other business expansion.

Programs/Events:

- **Big Kansas Road Trip** – Maggie gave an update and said Lucas has made major progress and everything is looking great, gave a reminder that BKRT is 5/2-5/5.
- **Make My Move** – Mike gave a quick update about recruiting 70 families to rural communities through this program.
- **Roundtables** – We are moving forward with roundtable meetings quarterly; postcards will be sent out as reminders.

Office Miscellaneous:

- **Workforce Committee** – Partnering with FHSU, meeting first week in May trying to form a regional committee to move forward with the colleges in the region and tech schools to bring everyone to the same table.
- **KRSL Advertising Package** – Discussion was had about the different size packages that are offered; no decision was made.
- **Promo Video** – Mike gave an update that Maggie is looking to find a new videographer, the deadline to have it done is the end of the year.
- **Budget Planning** – Mike is in the process of compiling the proposed budget for 2025.
- **Site Hut Development** – Mike discussed the new rural nationwide program that specializes in Economic Development projects.

- **Project List** – Discussion was had about a possible project list of projects worked on in the Economic Development & CVB office, no decision was made.
- **National Travel & Tourism Week** – Maggie spoke about National Travel & Tourism Week and what that looks like.
- **Russell County Road Trip Itinerary** – Maggie handed out a map she made for patrons to plan their own trip.
- **Scenic Back Road** – Maggie discussed the back road and Malinda Walker explained where construction would be at.

CVB Funding Request:

Pickleball - Maggie presented the funding request of \$2,400. After board discussion Kayla made the motion approve \$500, Jeannine Byers-Long seconded; motion carried, Aaron Talbott voted no on this request.

Summer Speaker Series- Maggie presented the funding request of \$1,760. After board discussion John Fletcher made the motion to not approve, Aaron Talbott seconded; motion carried unanimously.

Waldo After Harvest Fireworks- Maggie presented the funding request of \$800. After board discussion John Fletcher made the motion to approve, Aaron Talbott seconded; motion carried unanimously.

Community Updates, Additional Announcements, and Open Conversation: Dustin Madden talked about the city clean-up, Kayla spoke about 4-H groups doing park and roadside clean-up, and Jeannine talked about doing some clean-up around Lucas just before the BKRT.

Motion to Adjourn: John Fletcher made a motion to adjourn, Duke Strobel seconded; Motion carried. Meeting adjourned @ 8:40 a.m.

Next Advisory Board Meeting: April 18th @ 7:30 am @ Russell County Economic Development & CVB Office