

**Economic Development Commission  
Advisory Committee  
Notice of Meeting  
Thursday, March 9, 2017 8:30 a.m.**

**To: Committee Members**

Graham Foust, Chair      Ty Arneson, Vice Chair      Clint Francis      Mark Stenstrom  
Matt Junghans      Mark Powers      LaFarris Risby

**Ex-officio**

City Commissioner Pat Landes      County Commissioner Charles Stimatze

**From: Finance Manager**

**AGENDA**

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*Please respect others by turning all cell phones off and not talking when someone else is. Thank you!*

- I. Call the Meeting to Order**
- II. Approval of Agenda**
- III. Approval of Minutes – February 9, 2017**
- IV. Financial Reports – February**
- V. Public Comments**
- VI. Old Business**
  - A. None
- VII. New Business**
  - A. USD 475 – Presentation reminder/announcement
- VIII. Action Items**
  - A. None
- IX. Monthly Update**
  - **NRP**  
No report provided for February 2017.
  - **RLF – ONE ACCOUNT PAID IN FULL!!** (S & J Furniture)  
10 Total  
4 current (30 days or less)  
6 Past Due (4 closed and/or in litigation; 2 delinquent)
  - **Building permits – NO NEW CONSTRUCTION**  
**February:**  
0 Residential New constructions (4 Residential additions, 19 Residential remodel)  
0 Commercial/ Industrial New Construction (0 Commercial additions, 4 Commercial remodel)  
26 Other (demo, sign, fence, etc)  
**YTD:**  
0 Residential New constructions (6 Residential additions, 36 Residential remodel)  
0 Commercial/ Industrial New Construction (2 Commercial additions, 6 Commercial remodel)  
42 Other (demo, sign, fence, etc) (+ 1 house move)
  - **E-Community**
  - **WRC**
  - **Regional Economic Development Group**
    - (HRMN)
- X. Director's Report – 5 minutes**
  - A. Prospect Report
  - B. County Marketing Plan
- XI. Chairman's Remarks**
- XII. Announcements**
- XIII. Adjourn – Next meeting Thursday, April 13, 2016**

**Economic Development Commission  
Advisory Committee  
Meeting**

**Wednesday, February 9, 2017 8:30 a.m.**

**To: Committee Members**

Graham Foust, Chair  
Matt Junghans

Ty Arneson, Vice Chair  
Mark Powers

Clint Francis  
LaFarris Risby

Mark Stenstrom

**Ex-officio**

City Commissioner Pat Landes

County Commissioner Charles Stimatze

**From: Gery Schoenrock, Chairman**

**Minutes**

.....  
*Please respect others by turning all cell phones off and not talking when someone else is. Thank you!*

**I. Call the Meeting to Order:**

8:31 a.m. Graham Foust, Chair called the meeting to order. All committee members were present. Others in attendance were Allen Dinkel, Lydia Kautz, DeAngela MacDougald, Katrina Higby; JCACC Finance Manager, Mickey Fornaro-Dean EDC Director, and Dennis Beson; JCACC President/CEO.

**II. Approval of Agenda:**

*Mark Powers moved and Mark Stenstrom seconded to approve the agenda. Motion carried 7/0.*

*Matt Junghans arrived.*

**III. Approval of Minutes: January 12, 2017**

Mark Powers pointed out that there was discussion at the January meeting regarding his and Graham Foust's terms on the committee. Graham is in a 1-year term and Mark Powers is in a 2-year term. This will be added to the minutes.

*Mark Powers moved and Clint Francis seconded to approve the minutes with additions suggested. Motion carried 8/0.*

**IV. Financial Reports:**

Mickey Dean informed the committee that she and Katrina Higby are in process of creating a "worksheet" to breakdown the current spending versus prior year and current budgets.

*Mark Powers moved and Mark Stenstrom seconded to accept the January 2017 financial report. Motion carried 8/0.*

**V. Public Comments – 3 minutes/each**

None.

**VI. Old Business:**

**A. Discussion/ Presentation from USD 475**

Mickey Dean explained to the committee that the school district is not ready to present to the EDC Advisory Committee at this time. The representatives from USD 475 expressed their appreciation and will be making a presentation, however, requested to wait until an official recommendation was presented to the Board of Education before such presentation is made.

Pat Landes informed the committee it was recommended to the Board of Education to build a new high school on a new site and the Board of Education approved to send the application to the state of Kansas and they have 6 weeks to process the application. The next impact aid payment will be determined and paid in March and the loan application approval is contingent upon the impact aid determination.

**B. Updates on Network Kansas/ E-Community**

Graham Foust updated the advisory committee on the E-Community board meeting last week. The E-Community Board is still looking for more members. There was a presentation from Network Kansas on the available programs through Network Kansas and the E-Community Board is assessing those programs at this time to determine which programs to support that might best fit in this community.

Mark Powers inquired as to how we get the word out about this loan program. Graham explained that they have had a prior meeting with the financial institutions and plan to have one or two more this year to "keep it in front of their faces." The E-Community loan is gap financing for small and startup businesses and the most effective means to get the loans out is with financial institution assistance.

*LaFarris Risby arrived.*

**C. Work Ready Certification**

Mickey Fornaro-Dean told the committee that she and Dennis Beson had been discussing the Work Ready Certification and what the final steps are to become officially certified. It was reiterated that we are lacking on emerging workers (testers) and need more people to potentially utilize the services once certified and implemented. There are between 120-170 students that need to be tested. Also, we are down to less than 6 businesses needed to endorse the program to meet that goal.

**VII. New Business**

**A. Prospect Report:**

Mickey Fornaro-Dean presented her "Prospect Report" and explained the lay out and information it will provide. Mickey will be presenting this report at the EDC Advisory Committee meetings as well as the JC 1<sup>st</sup> meetings each month. This monthly report will give information regarding the number of prospects, type of business they are, potential employees the company will bring in or number of jobs it will create, and also the stage/status of the contact. Each company is given a code name so that the information can be given to the public without risking any confidential information that could hinder the acquisition of these prospects.

February's Prospect Report included information on projects 1<sup>st</sup> Out, Roll Time (a company returning to the area), Heath Bar, and Race. (Mickey added that in her past endeavors many people devoted their time to trying to break the code and were unsuccessful.) Mickey also stated that she has visited with an additional 6-8 companies but they are not far enough along in the process to even report on at this time.

\*\* The EDC Advisory Committee stated that they "love" this report and the updating information it provides. VERY PLEASED!

**B. County Marketing Plan:**

Mickey Fornaro-Dean summarized for the Advisory Committee the current status of the Marketing Campaign. Mickey informed the committee that there has been a campaign proposal presentation made consisting of 2 firms (New Boston Group and IM Design). Dennis Beson added that he, Alan Bontrager, and Michele Stimatze had brought in Cox Media but decided to move forward with a more professional plan. Dennis contacted all local entities that could benefit and may potentially be willing to join in to create a cooperative campaign effort; these entities included but were not limited to: City of Junction City, Geary County, City of Grandview Plaza, Milford Lake, Junction City Board of Realtors, Cloud County Community College, USD 475, and Geary Community Hospital (representatives from these entities were present at the presentation).

Dennis added that both of these firms went in completely different directions with their ideas and presentations. There will be a poll on the presentations for all who attended to have input on which strategy and company to use or even possibly pieces of both.

Pat Landes inquired as to the projected cost of this campaign. Dennis states the current estimate is approximately \$70,000 - \$75,000 per year with the co-op approach and that the efforts and campaign

would probably be better with a budget of \$100,000; but ultimately depends on which strategy/approach is chosen as each proposal had a drastically different proposed cost. Mr. Landes added the concern of how to let all the emerging workers (Graduating high schoolers) know about all the available jobs we have to fill currently. Dennis responded that Kansas Works has a partnership with the high school to get that information to out to them.

#### **VIII. Action Items:**

##### **A. Support for USD 475:**

Mickey Dean stated that since the school district did not present; this item will be tabled until after their presentation to the EDC Advisory Committee.

##### **B. Marketing Plan:**

Graham Foust and Charles Stimatze are the EDC representatives on the marketing campaign committee and anyone who is interested in joining that committee is more than welcome. Graham Foust stated that the proposals were both very electronic/technology focused.

#### **IX. Monthly Update**

##### **A. NRP:**

No changes reported for January 2017.

##### **B. RLF:**

Report not available at time of meeting.

Mark Powers suggested the need to talk to JC Bowl about their balloon payment due in June with the concern of their ability to make the payment.

Graham Foust stated that if Cheryl Beatty needs help in the collection process the EDC Committee can come up with a way to help.

The total loan balances to date are desired, Katrina Higby will contact Cheryl to see about acquiring those. Ty Arneson stated that he wants the "dead loans" to be removed from the report.

##### **C. Building permits:**

Graham Foust read the stats from the report received this morning.

Allen Dinkel stated "we sold 14 lots early on but none since." Allen said we need to create demand to build instead of by new. The Ad Hoc committee (including Allen Dinkel and Pat Landes – Mickey would like to attend as well) is working on different ideas involving the specials and other road blocks and an incentive to purchase land bank lots.

Mickey Fornaro-Dean stated that we need to have a working session at one of the committee meetings to figure out some possible strategies. Pat Landes and Mark Powers are willing to be on an EDC representative committee to work on possible strategies for this issue. Ty Arneson added that we need to make the demand; they are building in Manhattan so obviously the demand is there, we need to figure out how to make them want to come here instead.

##### **January:**

0 Residential New constructions (2 Residential additions, 17 Residential remodel)

0 Commercial/ Industrial New Construction (2 Commercial additions, 2 Commercial remodel)

16 Other (demo, sign, fence, etc)

##### **YTD:**

0 Residential New constructions (2 Residential additions, 17 Residential remodel)

0 Commercial/ Industrial New Construction (2 Commercial additions, 2 Commercial remodel)

16 Other (demo, sign, fence, etc)

**D. E-Community:**

None

**E. WRC:**

None

**F. Regional Economic Development Group**

Mickey Fornaro-Dean reiterated that this is a 3-county group, including Geary, Riley, and Pottawattamie counties, and that she and Dennis Beson had met with them right after the Regional Leaders Retreat. Mickey stated that it was discussed about letting Geary and Pottawattamie counties have more exposure at future retreats.

**HRMN –**

No new information at this time.

**X. Director's Report – 15 mins**

Mickey Fornaro-Dean reported on the EDC activity for the month of February. Mickey stated that it has been an exciting month in Junction City and Geary County. She informed the committee that she has had the chance to meet with all of the elected officials in JC/GC with the exception of Commissioner Keith Ascher as he had eye surgery. Mickey said she met with Graham Foust for the EDC and Leon Osbourn for JC 1<sup>st</sup> to set goals for progress for the future.

Mickey reported that she and the Director of Commerce have been discussing implementing a new program to be hosted in Junction City/ Geary County.

Mickey discussed the need for a retail development committee not only for recruitment but also for educational purposes and also for a better relationship with Heartland Works.

Mickey is still working on S.W.O.T. (strengths, weaknesses, opportunities, and threats) interviews to assess the region. She has also invited the NBAF leadership to spend an afternoon here to get familiar with JC/GC and what we have to offer in this area.

Mickey also announced that she is working on a newsletter to send out to keep people updated on the Economic Development progress. The newsletter will be 2 pages or less and feature a section on "hot jobs" with local companies. She is unsure how frequent this letter will go out at this time but will keep everyone updated as more information is available.

**XI. Chairman's Remarks – 10 minutes**

None

**XII. Executive Session for Trade Secrets:**

None

**XIII. Announcements – 3 minutes**

- Mark Stenstrom stated the concern that on-one knows where the location of the land banks are and the information isn't accessible to anyone who doesn't know who to contact. The information needs to be made public on websites and in marketing, etc.
- Mark stated that we need to market to people outside of the area to bring in new people from places without the opportunities needed for them.

**XIV. Adjourn – Next meeting March 9, 2017**

*With no further business, Graham Foust adjourned the February EDC meeting at 9:40 a.m.*