

CITY OF SALINA, KANSAS
REGULAR MEETING OF THE SALINA COMMUNITY ECONOMIC DEVELOPMENT
ORGANIZATION, INC.
SALINA CHAMBER OF COMMERCE/VISIT SALINA ANNEX - 120 WEST ASH; SALINA, KS
MARCH 21, 2024 --Via in person and Zoom Link

CALL TO ORDER AND ROLL CALL

The Regular Meeting of the Salina Community Economic Development Organization, Inc. was called to order at 9:30 AM by Jim Maes, Board President.

(1.1) Confirmation of Meeting Notice

Robinson confirmed that the meeting notice was made public via email, news release, and social media.

Those present with a quorum:

IN-PERSON OR ZOOM (Z):

Jim Maes, Tom Dill, Rob Exline, Brian Richardson, Daran Neuschafer, Brian Schwarz (Z) (left early), Lee Young, Jim Trower, Brian Weisel,

ABSENT: N/A

ALSO PRESENT:

Mitch Robinson, Salina Community Economic Dev. Organization, Executive Director
Robin VanAtta, Salina Community Economic Dev. Organization Administrative Assistant
Pieter Miller, Deputy Executive Director, Salina Airport Authority
Phillip Smith-Hanes, County Administrator, Saline County
Mike Schrage, City Manager, City of Salina
Shawn Hennessee, Assistant City Manager, City of Salina
Travis Young, President/CEO, Vortex
Greg Taylor, Salina, Citizen
Dan McFadden, Market President, Central National Bank
Mark Freel, Customer Solutions Manager, Evergy Inc.

(1.3) Public Comment

N/A

APPROVAL OF MINUTES

(2.1) Moved by Trower, seconded by Richardson to approve the February 15, 2024 minutes as written.
Aye: (9) Nay: (0). Motion carried.

APPROVAL OF FINANCIAL STATEMENTS AND ACCOUNTS PAYABLE

(3.1) Moved by Trower, seconded by Weisel to approve the February 2024 financial statements.
Aye: (9). Nay: (0). Motion carried.

(3.2) 3-Year (25-27) Budget Cycle Discussion

Jim Trower and Rob Exline will meet as a committee with Robinson to formulate a reasonable ask to the funding members.

4. MONTHLY SPOTLIGHT – TRAVIS YOUNG – COMMUNITY MARKETING EFFORT

Salina's online presence, or digital tourism, is not making a good impression. Searching for "Top Sites in Kansas" doesn't garner any Salina destinations. Online searches of "Crime Rate in Salina, KS" comes back with "...has one of the highest crime rates in America."

Numerous organizations in Salina are trying to promote the city, but are marketing in silos, leaving marketing about Salina diluted. Young brought up analytics for various websites: Salina Area Chamber of Commerce, Salina Airport Authority, Salina Downtown, Inc, SCEDO, Salina 2020. Many of these websites were created years ago on outdated platforms and have remained static. People need to see what Salina is while searching online; it's not clear and people have to dig deep for additional information about Salina.

Content creation needs to be constant. Salina has zero presence on Instagram. Websites need to include keywords. Information about the Salina school system is lacking.

Young reference Ft. Smith, Arkansas as being the closest community that is similar to Salina that has successful marketing. Their website receives over 45K views per month.

Young wants to see a specific marketing group/team created that could provide steady, relevant, and dynamic marketing for Salina. The team would consist of a Director of Marketing, graphic artist, and photographer/videographer. The yearly budget average would be \$250,000 annually. This would possibly replace the marketing funds/allocations from individual organizations.

Employers have to look outside of Salina for employees. Those that don't know about Salina don't have any idea what Salina is in reality. We are not being viewed online. We must have a dynamic presence online if we want to compete with Manhattan, Wichita, Oklahoma City, Kansas City, Columbia MO, Lincoln NE, etc.

How do we find the right talent to move things forward in Salina? The specific funding sources and budgets make it difficult and messy.

After additional discussion from the board, it was suggested to move future research and brainstorming to a small committee -- Brian Richardson, Tom Dill, and Daran Neuschafer.

5. DIRECTOR'S REPORT

(5.1) Visits to Kansas Capital – Legislative Activities

Robinson testified against a bill that would reduce corporate tax at the expense of the top 3 economic development incentive programs.

(5.2) K-AIM Center Graduation

Nine individuals graduated in the first cohort that started at the end of January.

(5.3) Charlie Walker Pitch Competition

The competition will be on Friday, March 22nd at 6:00 PM. Bennington State Bank will contribute \$12,000 and JRI Hospitality will contribute \$4,000 for the Top 5 finalists' awards.

(5.4) Potential Special Guests

If anyone has any ideas for board meeting presentations, please let Robinson know.

(5.5) Project Updates

Robinson shared information on the latest projects.

(5.6) Project Table Update
Robinson reviewed the Prospect Table

5. BOARD MEMBER DISCUSSION/QUESTIONS
N/A

ADJOURNMENT

Moved by Neuschafer, seconded by Dill to adjourn the meeting at 10:53 a.m.
Aye: (8). Nay: (0). Motion carried.

Jim Maes, Board President

ATTEST:

Rob Exline, Board Vice President

DRAFT

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

COMPILED FINANCIAL STATEMENTS
March 31, 2024 and 2023

WOODS & DURHAM, CHARTERED
Certified Public Accountants
Salina, Kansas

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

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ACCOUNTANTS' COMPILATION REPORT

To the Members of
Salina Community Economic Development Organization, Inc.
Salina, Kansas

Management is responsible for the accompanying financial statements of Salina Community Economic Development Organization, Inc. (a nonprofit organization), which comprise the statements of assets, liabilities, and net assets - tax basis as of March 31, 2024 and 2023, and the related statements of revenues, expenses, and changes in net assets - tax basis for the one month and three months then ended and determining that the tax basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any assurance on these financial statements

The financial statements are prepared in accordance with the tax basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all the disclosures ordinarily included in the financial statements prepared in accordance with the tax basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's assets, liabilities, net assets, revenues, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The supplementary information is presented for purposes of additional analysis and is a required part of the basic financial statements. Such information is the responsibility of management. The supplementary information was subject to our compilation engagement. We have not audited or reviewed the supplementary information and do not express an opinion, a conclusion, nor provide any assurance on such information.

We are not independent with respect to the Salina Community Economic Development Organization, Inc.

Woods & Durham, Chtd.

Woods & Durham, Chartered
Certified Public Accountants
Salina, Kansas

April 5, 2024

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - TAX BASIS
March 31, 2024 and 2023

	ASSETS		
	<u>Mar. 31, 2024</u>	<u>Mar. 31, 2023</u>	<u>\$ Change</u>
Current Assets			
Cash	\$ 338,618	\$ 294,139	\$ 44,479
Unconditional promises to give:			
Member contributions receivable - current	<u>259,516</u>	<u>351,211</u>	<u>(91,695)</u>
Total Current Assets	<u>598,134</u>	<u>645,350</u>	<u>(47,216)</u>
Long-term Unconditional Promises to Give			
Member contributions receivable - non-current	<u>-</u>	<u>259,516</u>	<u>(259,516)</u>
Property and Equipment			
Furniture and equipment	5,568	7,413	(1,845)
Less: accumulated depreciation	<u>(5,468)</u>	<u>(6,485)</u>	<u>1,017</u>
Net Property and Equipment	<u>100</u>	<u>928</u>	<u>(828)</u>
Total Assets	<u>\$ 598,234</u>	<u>\$ 905,794</u>	<u>\$ (307,560)</u>
	LIABILITIES AND NET ASSETS		
Current Liabilities			
Payroll liabilities	<u>\$ 3,142</u>	<u>\$ 3,243</u>	<u>\$ (101)</u>
Net Assets			
Without donor restrictions	595,092	643,035	(47,943)
With donor restrictions	<u>-</u>	<u>259,516</u>	<u>(259,516)</u>
Total Net Assets	<u>595,092</u>	<u>902,551</u>	<u>(307,459)</u>
Total Liabilities and Net Assets	<u>\$ 598,234</u>	<u>\$ 905,794</u>	<u>\$ (307,560)</u>

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS - TAX BASIS
For the One Month and Three Months Ended

	Period Ended Mar. 31, 2024	Year-to-Date Mar. 31, 2024	Period Ended Mar. 31, 2023	Year-to-Date Mar. 31, 2023
Net Assets Without Donor Restrictions				
Revenues and Support Without Donor Restrictions				
Charlie Walker pitch challenge income	\$ -	\$ -	\$ -	\$ 8,000
Member contributions	-	3,495	-	1,765
Gifts in kind	1,667	5,000	1,667	5,000
Interest income	475	1,469	328	956
	2,142	9,964	1,995	15,721
Net Assets Released From Restrictions				
Restrictions satisfied by time	-	-	-	386,997
	2,142	9,964	1,995	402,718
Expenses				
Business expenses	850	1,957	(1,991)	6,189
Contract services	6,215	10,355	2,710	4,590
Facilities and equipment	1,667	5,093	1,689	5,022
Operations	3,907	9,245	5,731	10,640
Other expenses	43	393	187	364
Payroll expenses	29,292	63,809	27,318	62,342
Travel and meetings	261	1,181	407	1,268
	42,235	92,033	36,051	90,415
Change in Net Assets Without Donor Restrictions	(40,093)	(82,069)	(34,056)	312,303
Net Assets With Donor Restrictions				
Unconditional promises to give - restrictions satisfied by time	-	-	-	(386,997)
Net Assets - Beginning of Period	635,185	677,161	936,607	977,245
Net Assets - End of Period	\$ 595,092	\$ 595,092	\$ 902,551	\$ 902,551

SUPPLEMENTARY INFORMATION

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS - PRIOR YEAR AND BUDGET COMPARISON - TAX BASIS
For the Three Months Ended March 31, 2024

	Year-to-Date Mar. 31, 2024	Budget YTD Mar. 31, 2024	Variance Actual vs Budget	Budget 2024 Approved
Revenues				
Charlie Walker Pitch Challenge Income	\$ -	\$ 4,000	\$ 4,000	\$ 16,000
Member Contributions	3,495	90,000	86,505	360,000
Investments - Interest	1,469	950	(519)	3,800
Gifts in Kind	5,000	5,000	-	20,000
Total Revenues	<u>9,964</u>	<u>99,950</u>	<u>89,986</u>	<u>399,800</u>
Expenses				
Business Expenses				
Memberships	785	275	(510)	1,100
Marketing Events	1,000	1,375	375	5,500
Miscellaneous Expense	172	25	(147)	100
Business Registration Fees	-	25	25	100
Total Business Expenses	<u>1,957</u>	<u>1,700</u>	<u>(257)</u>	<u>6,800</u>
Contract Services				
Accounting fees	2,705	3,500	795	14,000
Outside Contract Services	7,650	4,750	(2,900)	19,000
Total Contract Services	<u>10,355</u>	<u>8,250</u>	<u>(2,105)</u>	<u>33,000</u>
Facilities & Equipment				
Computer Replacement	-	375	375	1,500
Donated Facilities	5,000	5,000	-	20,000
Office Equipment	93	200	107	800
Total Facilities & Equipment	<u>5,093</u>	<u>5,575</u>	<u>482</u>	<u>22,300</u>
Operations				
Charlie Walker Pitch Challenge Expenses	-	4,000	4,000	16,000
Donations (Outgoing Board Recognition)	150	38	(112)	150
Dues & Subscriptions	301	250	(51)	1,000
Training Fees	-	25	25	100
Advertising/Promotion	3,500	9,625	6,125	38,500
Repairs & Maintenance	-	38	38	150
Books, Subscriptions, Reference	3,878	1,375	(2,503)	5,500
Postage, Mailing Service	-	19	19	75
Printing and Copying	-	50	50	200
Supplies	690	556	(134)	2,225
Telephone, Telecommunications	726	750	24	3,000
Total Operations	<u>9,245</u>	<u>16,726</u>	<u>7,481</u>	<u>66,900</u>
Other Expenses				
Depreciation	33	250	217	1,000
Insurance - Liability, D and O	328	1,438	1,110	5,750
Bank Charges	32	-	(32)	-
Total Other Expenses	<u>393</u>	<u>1,688</u>	<u>1,295</u>	<u>6,750</u>
Payroll Expenses				
Retirement Contribution	2,799	3,000	201	12,000
Employee Health Ins	-	625	625	2,500
Director Health & List Ins	682	1,625	943	6,500
Car Allowance	1,750	1,500	(250)	6,000
Payroll Taxes	4,854	4,000	(854)	16,000
Wages & Salaries	53,724	46,750	(6,974)	187,000
Total Payroll Expenses	<u>63,809</u>	<u>57,500</u>	<u>(6,309)</u>	<u>230,000</u>
Travel and Meetings				
Meals	203	250	47	1,000
Conference, Convention, Meetings	500	150	(350)	600
Travel	471	425	(46)	1,700
Travel and Meetings - Other	7	188	181	750
Total Travel and Meetings	<u>1,181</u>	<u>1,013</u>	<u>(168)</u>	<u>4,050</u>
Total Expenses	<u>92,033</u>	<u>92,452</u>	<u>419</u>	<u>369,800</u>
Changes in Net Assets without Donor Restriction	<u>(82,069)</u>	<u>7,498</u>	<u>89,567</u>	<u>30,000</u>
Board Designation - Reserve Funds	<u>(30,000)</u>	<u>(30,000)</u>	<u>-</u>	<u>(30,000)</u>
Changes in Net Assets	<u>\$ (112,069)</u>	<u>\$ (22,502)</u>	<u>89,567</u>	<u>\$ -</u>

See Accountants' Compilation Report

April 2024 REPORT

MARKETING / LEGISLATIVE

Legislation supported by Evergy to create a new energy incentive bill was modified and gathered support from previous anti-bill organizations. Changes were made to gather support from the KCC which approves all rate changes. Bill has not been signed but appears to have support to override a veto if it were to occur.

SB 546 was opposed by many organizations across the state due to the bill to do away with the HPIP Program and the PEAK program. Great Plains attended the public hearing, and I attended the public hearing twice and was able to answer questions from several members of the communities. The bill did not gather support in the original form but some efforts to reduce the corporate income tax were proposed. I spoke in my roll as President of the Kansas Economic Development Alliance (KEDA).

Until the final approval by the Governor and/or override of veto it appears that the Salina Airport Authority has been approved for \$35 million to build two new hangars at the SAA. These would be used by 1 Vision Aviation for painting and prep work on aircraft. The bill did place some funding requirements on SAA to be agreed upon by the SAA Board.

On Thursday, May 16th seven members of the marketing team from the Department of Commerce will visit Salina for a community tour and presentation. This will include a tour of the new projects, the airport complex and our industrial sites. SAA will be highlighted along with recent expansions at Schwan's, Great Plains, and Pure Imagination Lab's future location. A luncheon and community update with local officials will be hosted for the Commerce staff.

In working with the Department of Commerce, SCEDO submitted Geoprobe for Exporter of the Year consideration. The company will have a 30-question survey to complete after initial review of their application that was submitted on April 1st.

Took part in a meeting with the Friends of the River to discuss their marketing efforts and review an update on the funding support from the federal government.

Attended the monthly meeting of the Salina Airport Authority board meeting. Received an update on current projects including various federal funding programs for runway work, new fuel farm and an expanded airport terminal.

WORKFORCE TALENT / HOUSING / CHILDCARE

The Aviation Innovation Maintenance (AIM) school is working to fill their second class for the six-week program. The new training center in Building 626 is almost complete for use by the second class.

The City of Salina is very close to having all the documents completed and ready for a ground-breaking on the first half of the 250 units to be built behind the Menard's store.

ENTREPRENEURSHIP / SMALL BUSINESS DEVELOPMENT

The Charlie Walker Pitch Challenge was held at KSU Salina on March 22, 2024. Bennington State Bank provided \$12,000 and JRI Inc \$4,000 for the prize money. Eight individuals competed for the prize

money. Approximately 30-40 people attended the event. The judges felt this year’s contestants were the best applicants to date. We will be doing a follow-up review of the project to improve for next year.

PROSPECT MANAGEMENT

Project Cheesesteak – On Thursday, April 18th a company vice president will make his first tour of the Salina Airport Authority property to look for an expansion location of 5 to 10 acres located on an airport facility. If the visit meets their needs the company will have a second visit from the company CEO and their CFO in late spring or early summer.

Project 80 – The SAA is working with an Indiana-based developer for the construction of a warehouse facility on 20 acres of an undeveloped 80-acre parcel owned by the SAA. On Wednesday, April 17th there will be a Development Review Team zoom call with company representatives, their developer, and realtor and the local ED Team and City of Salina staff to review the construction requirements and planning process for the building.

Work continues with Pure Imagination. The architect and company officials are working on the final design. Kansas State is now going to lead the project rather than the SAA since it’s on K State Salina property.

The Kansas DOT economic development grant for South Ohio Land was submitted on March 13th. We received notice that the project would receive \$1 million in funding for the construction of approximately 1300 feet of street and additional curb and gutter. While in Topeka with the chamber we talked to Transportation Secretary Calvin Reed about the grant application with Jamie Hall. We followed up our meeting with the staff members who review the grants. Required much coordination with the City of Salina including presentation to the City Commission.

Have a zoom call with a new prospect out at the SAA for development of a new company that would repair older aircraft. Will be meeting with the SAA Team and Tim Zimmerman of the Department of Commerce.

SITES / BUILDINGS / TOOLS:

A building off Broadway has become available for lease. It will be added to our list of available buildings.

Continue to work on maintaining industrial sites and buildings within the community and other buildings that are available for various retail and other uses.

MONTHLY WEB/SOCIAL MEDIA STATISTICS

Website – (reported February 2024)

234 users	225 New Users	--- Returning Users	1.64 Views/User Sessions
0:27 Avg Session	400 Pageviews	1,407 Event Count**	

Website –2/15/2024 –3/12/2024

158 users	156 New Users	19 Return Users	117 Engaged Sessions
1.72 Views/User	0:38 Avg Session	271 Pageviews	1,058 Event Count**

**Event Count = the number of times an event is triggered on your website or app. An event is a user's specific action on your site, such as clicking a button, playing a video, or submitting a form.



Facebook – (reported February 2024)

417 Page Reach 40 Post Reach 650 Post Reach 79 Page Visits 893 Followers
4 New Likes

Facebook – 2/15/2024 –3/12/2024

8.1K Page Reach 117 Engagement 78 Post Reach 257 Page Visits 903 Followers
10 New Likes

Start-Up Salina Facebook Group

1/16/2024 – 389 members (+3)

2/12/2024 – 403 members (+14)

3/13/2024 – 403 members (--)



Prospect Table

This information is strictly CONFIDENTIAL. Discussion of this information outside of this meeting could jeopardize the progress of these pending projects.

Color Key: ACTIVE INACTIVE NEW OUT SUCCESS DELAYED DEFUNCT

Code #	Project Name	Client Source	Project Status	Contact Date	Milestone / Decision Date	Project Objective	Business Description	Jobs (New)	Average Salary	Investment	Niche	Acreage Required	Square Footage
21-10	Project Storage	Direct Contact	Active	7/29/2021	P&Z September 26th	Presented to Co. Com. May 16th	Energy Storage 3-4 years Construction 2025	3	Above Average	\$330M	Energy	20-40 acres under option	NA
22-14	Project DORI	Direct / SAA	Inactive	12/1/2022	Delayed Until First Tenant Found	Warehouse Project	Warehouse Space for Local Companies	?	?	\$19M	Local Co.	13 acres	250,000 SF
22-15	Prospect North Track	Direct / DOC	Active	11/1/2021	Numerous Meetings/Calls	Site Selection from 2 possible sites	New Product Line	?	?	?	Local Company	Not Determined	Not Determined
23-01	Project Houston	SAA- Tim Rogers	Active	1/26/2022	12/31/2023	Maintenance Hub	New Hub	6	\$25+/hr	?	MRO	Use Local Company	Use Existing Building
23-06	Project Blue Innovation	KDOC/JF	Active	11/30/2023	Submitted 12/6/2023	Establish CAM facility	Cathode Active Materials (CAM) Facility	486 jobs	Will be site dependent but will range from \$50,000 - \$60,000/yr	\$885 Million		Minimum 60 acres for initial phase and up to 100 acres to support the build-out of the plant	
23-07	Project McIntosh	Direct Contact	Active	EDO office/City of Salina will submit to KDOT Economic Development Program application in late February 2024	Appear at SCEDO Board Meeting on Feb 15th.	Two companies one power company and second one a machining operation.	This city street improvement will allow two companies to move and building larger facilities.	Both businesses will retain existing jobs and additional space will allow for additional growth.	DRT Meeting on 4/17			Company number one "Spark" has lost the lease on their building and it was sold to another company here in Salina. "Spark" needs to start construction on their new building/complex as soon as possible. The second company " Project HS " is currently in a 9000 square foot building and needs to move into a larger building that needs to be constructed starting in late 2024. This building will be 30,000 square feet allowing the company to grow and expand their machineing operation.	
23-08	Project 80	SAA/Realtor	Active	12/14/2023	DRT Meeting on 4/17	Last Mile of Distribution	Warehouse/Distribution	?	?	?	Distribution	min. 20 acres	?
24-01	Project Diamond	KDOC/RJ	Active	RFI received 1/24/24	RFI submitted 2/1/2024	Supplier for battery manufacturers	Production of artificial graphite anode active material for lithium-ion batteries	By 2027: 1,000 direct + 200 indirect (highly skilled engineers)	?	Approximately \$1 billion		Minimum 150 acres; Highway access required; Railway direct access preferred	
24-02	Project Cheese Steak	Direct Contact	Active	1/29/2024	Visit on April 18th	Aviation Composite Parts	Make parts	?	\$17 per hour entry	?	Aviation	5-7 acres with runway access	75,000 SF