

BOARD OF DIRECTORS MEETING AGENDA
SALINA AREA CHAMBER OF COMMERCE – VISIT SALINA ANNEX
DECEMBER 19, 2024 AT 9:30 AM

- 1. CALL TO ORDER AND ROLL CALL**
 - (1.1) Confirmation of Meeting Notice/ Visitor Introductions
 - (1.2) Public Comments

- 2. APPROVAL OF MINUTES**
 - (2.1) November 21, 2024 Minutes

- 3. APPROVAL OF FINANCIAL STATEMENT & ACCOUNTS PAYABLE**
 - (3.1) November 2024 Financial Reports
 - (3.2) Accounting Discussions

- 4. INTRODUCTION/WELCOME OF ERNIE BEAUDET, REGIONAL DIRECTOR, IN STATE, NORTH CENTRAL REGION, KANSAS DEPARTMENT OF COMMERCE**

- 5. DIRECTOR’S REPORT**
 - (5.1) Digital Marketing Update
 - (5.2) Plus Power / Salina County Planning & Zoning Battery Storage Regulations
 - (5.3) Planning for Events in Early 2025
 - Marketing Luncheon in Wichita
 - Salina EDO Annual Meeting/Luncheon- Joshua Wexler, CEF (Chief Executive of Fun) Pure Imagination – Event Speaker – Date Change
 - Strategic Plan Update – Working with Lindsey Drieling
 - (5.4) Officer Elections – New Board Member Appointment - January Meeting
 - (5.5) Prospect Update

- 6. BOARD OF DIRECTORS COMMENTS**

- 7. ADJOURNMENT**

Next Meeting: Thursday, January 16th, 2025 @ 9:30 AM

CITY OF SALINA, KANSAS
SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
SALINA CHAMBER OF COMMERCE/VISIT SALINA ANNEX - 120 WEST ASH; SALINA, KS
NOVEMBER 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, Brian Weisel, Tom Dill, Lee Young, Brian Schwarz, Daran Neuschafer, Brian Richardson

ABSENT: Rob Exline, Jim Trower

ALSO PRESENT:

Mitch Robinson, Salina Community Economic Dev. Organization, Executive Director
Robin VanAtta, Salina Community Economic Dev. Organization Administrative Assistant
Phillip Smith-Hanes, County Administrator, Saline County
Mike Hoppock, City Commissioner, City of Salina
Joe Hay, Jr., Chair, Saline County Commission
Mike Schrage, City Manager, City of Salina
Shawn Hennessee, Assistant City Manager, City of Salina
Greg Taylor, Salina, Citizen
Justin Owens, Vice President, Kaw Valley Engineering
Joe Oaks, Real Estate Attorney, Polsinelli

(1.3) Public Comment

N/A

APPROVAL OF MINUTES

(2.1) Moved by Weisel, seconded by Schwarz to approve the October 17, 2024 minutes. Aye: (7) Nay: (0). Motion carried.

APPROVAL OF FINANCIAL STATEMENTS AND ACCOUNTS PAYABLE

(3.1) October 2024 Financial Reports

Moved by Richardson, seconded by Neuschafer to approve the October 2024 financial statements. Aye: (7). Nay: (0). Motion carried.

(3.2) 2025 Draft Budget

Moved by Weisel, seconded by Dill to approve the 2025 EDO Budget. Aye: (7). Nay: (0). Motion carried.

4. ACTION ITEM - IRBs FOR PHASE 2 OF SALINA DESTINATION DEVELOPMENT PROJECT

Joe Oaks, Real Estate Attorney, Polsinelli,

Salina Destination Development was chosen to carry out the City of Salina Housing RFP. Phase 1 consists of 252 Class A Family units. Phase 1 broke ground in May 2024. The project's timeline is on schedule.

Phase 2 of this project would include the final 248 family units. The total investment for both phases is \$56.7 million. Moved by Neuschafer, seconded by Young to recommend to the City of Salina City Commission to approve a 10-year 100% abatement on property tax and an abatement on sales tax of construction materials and FF&E for the project. Aye: (7). Nay: (0). Motion carried

DIRECTOR'S REPORT

(5.1) Digital Marketing Effort Update

Schrage reported that he has made edits to the current agreement with the Chamber (re: transient guest tax usage) and has given it to the City attorney. Schrage is also meeting with Duxler (Chamber of Commerce) and the EDO Digital Marketing Committee next week.

(5.2) Plus Power / Saline County Planning & Zoning Battery Storage Regulations

The Saline County Commission Planning & Zoning Board has been updating wind/solar/battery storage regulations for the county. They used the National Standards as guidelines and already existing guidelines. Throughout this process they listened to concerned citizens. The County Commission is hoping to approve the updated regulations at the November 26th meeting. If approved, those regulations would go before the full County Commission in mid-December. Plus Power intends to submit another application once new regulations are in place.

(5.3) Planning for Events in Early 2025

- a. Marketing Luncheon in Wichita
 - Plan an event for commercial, industrial, and real estate developers
 - Tell Salina's story
- b. Salina EDO Annual Meeting/ Luncheon
 - Get speaker for event (options: Josh Wexler, President, Pure Imagination Studios)
 - Obtain sponsors to subsidize
 - Possible Locations: The Hoffman, The Sullivan, The Temple, etc.
- c. Strategic Plan Update
 - Focus on Unmanned Aircraft
 - Plan for trailing companies based on successful project in Salina
 - Salina Airport Authority recently contracted with Lindsey Dreiling based on her expertise and experience in unmanned aircraft/aviation

(5.4) Prospect Update

Robinson reviewed the current prospect table

7. BOARD MEMBER DISCUSSION/QUESTIONS

N/A

ADJOURNMENT

Moved by Dill, seconded by Richardson to adjourn the meeting at 10:13 a.m. Aye: (7). Nay: (0). Motion carried.

Jim Maes, Board President

ATTEST:

Daran Neuschafer, Board Secretary

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - TAX BASIS
November 30, 2024 and 2023

	ASSETS		
	<u>Nov 30, 2024</u>	<u>Nov 30, 2023</u>	<u>\$ Change</u>
Current Assets			
Cash	\$ 371,361	\$ 309,129	\$ 62,232
Certificates of deposit	52,336	50,000	2,336
Unconditional promises to give:			
Member contributions receivable - current	<u>-</u>	<u>346,021</u>	<u>(346,021)</u>
Total Current Assets	<u>423,697</u>	<u>705,150</u>	<u>(281,453)</u>
Property and Equipment			
Furniture and equipment	5,568	5,568	-
Less: accumulated depreciation	<u>(5,557)</u>	<u>(5,346)</u>	<u>(211)</u>
Net Property and Equipment	<u>11</u>	<u>222</u>	<u>(211)</u>
Total Assets	<u>\$ 423,708</u>	<u>\$ 705,372</u>	<u>\$ (281,664)</u>
	LIABILITIES AND NET ASSETS		
Current Liabilities			
Payroll liabilities	<u>\$ 317</u>	<u>\$ 298</u>	<u>\$ 19</u>
Net Assets			
Without donor restrictions	<u>423,391</u> ✓	<u>705,074</u> ✓	<u>(281,683)</u>
Total Liabilities and Net Assets	<u>\$ 423,708</u>	<u>\$ 705,372</u>	<u>\$ (281,664)</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 Eleven Months Ended

	Period Ended Nov 30, 2024	Year-to-Date Nov 30, 2024	Period Ended Nov 30, 2023	Year-to-Date Nov 30, 2023
Net Assets Without Donor Restrictions				
Revenues and Support Without Donor Restrictions				
Charlie Walker pitch challenge income	\$ -	\$ 16,000	\$ -	\$ 16,000
Member contributions	-	13,979	-	7,059
Gifts in kind	1,667	18,333	1,667	18,332
Interest income	615	8,282	484	4,250
	2,282	56,594	2,151	45,641
Net Assets Released From Restrictions				
Restrictions satisfied by time	-	-	-	698,962
	2,282	56,594	2,151	744,603
Expenses				
Business expenses	-	2,797	1,413	5,537
Contract services	8,600	32,795	810	25,251
Facilities and equipment	1,667	19,853	1,667	19,594
Operations	889	34,503	298	43,773
Other expenses	11	6,295	88	6,562
Payroll expenses	16,430	210,767	16,983	213,346
Travel and meetings	146	3,354	248	3,749
	27,743	310,364	21,507	317,812
Change in Net Assets Without Donor Restrictions	(25,461)	(253,770)	(19,356)	426,791
Net Assets With Donor Restrictions				
Unconditional promises to give - restrictions satisfied by time	-	-	-	(698,962)
Net Assets - Beginning of Period	448,852	677,161	724,430	977,245
Net Assets - End of Period	\$ 423,391	\$ 423,391 ✓	\$ 705,074	\$ 705,074 ✓

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS - BUDGET COMPARISON - TAX BASIS
For the Eleven Months Ended November 30, 2024

	Year-to-Date November 30, 2024	Budget YTD November 30, 2024	Variance Actual vs Budget	Budget 2024 Approved
Revenues				
Charlie Walker Pitch Challenge Income	\$ 16,000	\$ 14,667	\$ (1,333)	\$ 16,000
Member Contributions	13,979	360,000	346,021	360,000
Investments - Interest	8,282	3,483	(4,799)	3,800
Gifts in Kind	18,333	18,333	-	20,000
Total Revenues	<u>56,594</u>	<u>396,483</u>	<u>339,889</u>	<u>399,800</u>
Expenses				
Business Expenses				
Memberships	785	1,008	223	1,100
Marketing Events	1,875	2,292	417	2,500
Miscellaneous Expense	137	92	(45)	100
Business Registration Fees	-	92	92	100
Total Business Expenses	<u>2,797</u>	<u>3,484</u>	<u>687</u>	<u>3,800</u>
Contract Services				
Accounting fees	16,510	14,667	(1,843)	16,000
Outside Contract Services	16,285	17,417	1,132	19,000
Total Contract Services	<u>32,795</u>	<u>32,084</u>	<u>(711)</u>	<u>35,000</u>
Facilities & Equipment				
Computer Replacement	-	1,375	1,375	1,500
Donated Facilities	18,333	18,333	-	20,000
Office Equipment	1,520	1,902	382	2,075
Total Facilities & Equipment	<u>19,853</u>	<u>21,610</u>	<u>1,757</u>	<u>23,575</u>
Operations				
Charlie Walker Pitch Challenge Expenses	16,000	14,667	(1,333)	16,000
Donations (Outgoing Board Recognition)	150	138	(12)	150
Dues & Subscriptions	1,188	917	(271)	1,000
Training Fees	25	92	67	100
Advertising/Promotion	7,295	32,748	25,453	35,725
Repairs & Maintenance	-	138	138	150
Books, Subscriptions, Reference	4,621	5,042	421	5,500
Postage, Mailing Service	68	69	1	75
Printing and Copying	56	183	127	200
Supplies	2,387	2,040	(347)	2,225
Telephone, Telecommunications	2,713	2,750	37	3,000
Total Operations	<u>34,503</u>	<u>58,784</u>	<u>24,281</u>	<u>64,125</u>
Other Expenses				
Depreciation	121	917	796	1,000
Insurance - Liability, D and O	6,143	5,271	(872)	5,750
Bank Charges	31	-	(31)	-
Total Other Expenses	<u>6,295</u>	<u>6,188</u>	<u>(107)</u>	<u>6,750</u>
Payroll Expenses				
Retirement Contribution	8,396	11,000	2,604	12,000
Employee Health Ins	2,856	2,750	(106)	3,000
Director Health & Life Ins	7,002	5,958	(1,044)	6,500
Car Allowance	6,000	5,500	(500)	6,000
Payroll Taxes	15,116	15,583	467	17,000
Wages & Salaries	171,397	172,333	936	188,000
Total Payroll Expenses	<u>210,767</u>	<u>213,124</u>	<u>2,357</u>	<u>232,500</u>
Travel and Meetings				
Meals	444	917	473	1,000
Conference, Convention, Meetings	500	550	50	600
Travel	711	1,558	847	1,700
Travel and Meetings - Other	1,699	688	(1,011)	750
Total Travel and Meetings	<u>3,354</u>	<u>3,713</u>	<u>359</u>	<u>4,050</u>
Total Expenses	<u>310,364</u>	<u>338,987</u>	<u>28,623</u>	<u>369,800</u>
Changes in Net Assets without Donor Restriction	<u>(253,770)</u>	<u>57,496</u>	<u>311,266</u>	<u>30,000</u>
Reserve Funds	<u>(30,000)</u>	<u>(30,000)</u>	<u>-</u>	<u>(30,000)</u>
Changes in Net Assets	<u>\$ (283,770)</u>	<u>\$ 27,496</u>	<u>311,266</u>	<u>\$ -</u>

DECEMBER 2024 REPORT

MARKETING / LEGISLATIVE

Work is still ongoing for the development of a digital marketing program that would unite the various marketing programs of the Chamber, SCEDO, Salina Downtown Inc, SAA and city and county governments. The City Manager has met with Renee several times over the past month to discuss his concerns and possible changes to the Chamber's agreement regarding the Transient Guest Tax funds. The City Commission will be reviewing the latest draft of the Transient Guest Tax agreement which is a critical part of moving forward with the funding of the community marketing effort.

Work for the 4th Annual Charlie Walker Pitch Challenge has started. The event this year will be held on Wednesday, March 26th at Kansas State Salina. This year we will have previous winners present on their progress during the event and/or be judges for the contest. On February 11th a pre-application workshop will be held to review the application process and how to submit a winning proposal. Several previous winners will take part in providing information to the applicants. This will also be held at Kansas State Salina.

The community's legislative plan for the 2025 session has been completed and shared with our local state representatives and staff members of our federal elected officials. The Kansas Economic Development Alliance has also completed its plan for 2025. I serve on the legislative committee and am the current president of the organization.

WORKFORCE / HOUSING

Final approval by the City Commission for Phase 2 of the SDD Project occurred on December 9th following recommendation of the Salina EDO Board at our November meeting. The developers are excited to be bringing a broader range of housing products for the community. They expect to be completed in late 2026 with construction.

PROSPECT MANAGEMENT

Project 80 – The Salina Airport Authority's selected contractor has started dirt work for the street and some utility installation has started. The Indiana-based developer has selected a contractor for the building construction with numerous local sub-contractors being hired to take part in the building construction. This is for the construction of a warehouse facility on 20 acres in the new development south of Waterwell Road.

Work is well underway with the new regional center for Evergy located off South Ohio. The second company is starting to get their project moving forward with construction tentatively set for a 2025 start. The Kansas DOT economic development grant has been approved. A McPherson contractor won the bid for the City of Salina to provide the needed infrastructure for the project at a price well under the engineer's estimates.

Superior is moving forward with plans for a February groundbreaking for their two buildings (100,000 and 40,000 sf). They had to revise their plans due to getting the proper setbacks from the street. They will serve as their own general contractor and have selected a building erector to put up the building.

We worked closely with Pieter Miller and Tim Zimmerman of Commerce on developing supporting documentation for the Department of Transportation Aviation Division which had awarded the Salina Airport \$1 million to help develop a new airline route to Salina. In working with Tim Zimmerman on developing an impact study from Dept of Commerce and also with the Wichita State Center for Economic Development, both provided positive impact studies that supported the KDOT decision to support this new route into Salina.

The Saline County Planning and Zoning Commission has made final revisions for their new regulations regarding battery storage projects. The County Commission will now review the Battery Storage Regulations in February. Plus Power is still planning to submit a new application for their project in south Saline County.

SITES / BUILDINGS / TOOLS:

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 November 2024)

148 users	143 New Users	14 Return Users	84 Engaged Sessions
6.15 Events/User	0:27 Avg Session	261 Pageviews	910 Event Count**
164 Sessions			

Website –11/12/2024 –12/12/2024

128 users	126 New Users	15 Return Users	87 Engaged Sessions
5.50 Events/User	0:34 Avg Session	235 Pageviews	830 Event Count**
151 Sessions			

**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 November 2024)

158 Page Reach	6 Engagement	45 Post Reach	52 Page Visits	940 Followers
7 New Likes				

Facebook – 11/12/2024 –12/12/2024

58 Page Reach	0 Content Interactions	6 Page Visits	942 Followers	1 New Followers
127 Views				

Start-Up Salina Facebook Group

3/13/2024 – 403 members (--)	4/15/2024 – 403 members (--)
5/13/2024 – 402 members (-1)	6/14/2024 – 401 members (-1)
7/14/2024 – 402 members (+1)	8/11/2024 – 400 members (-2)
11/15/2024 – 410 members (+10)	12/15/2024 – 409 member (-1)



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	Battery Storage Regs - Commission Approval January 2025	Presented to Co. Com. May 16th	Energy Storage 3-4 years Construction 2025	3	Above Average	\$330M	Energy Storage	20-40 acres under option	NA
23-01	Project Houston	SAA	Active	1/26/2022	8/1/2024	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	Project on hold until 2/1/2025	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	
23-08	Project 80	SAA/Realtor	Active	12/14/2023	SAA Board Approve Sales Contract Wed, September 18th	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		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	DELAYED	1/29/2024	Project on hold at this time	Aviation Composite Parts	Make composite material	?	\$17 per hour entry	?	Aviation	5-7 acres close to runways	75,000 SF
24-05	Project Ares	KDOC/BJ	Active	8/16/2024	submitted 9/6/24	Unmanned Aircraft Testing/Accelerator	Test Center	100-150	?	?	UAV's	access to 1000 acres	60,000 SF
24-06	Project Slab	Local Business Lead	Active	8/21/2024	submitted 8/26/24	Concrete Plant	Expand existing Wichita business to Salina	15	?	\$5M	Concrete	3-5 acres	production plant
24-07	Project Aviation 2024	KDOC/TZ-BJ	Active	11/15/2024	deadline 12/6/2024	Aviation Project	Unknown Aviation Project	?	?	?	?	10 acres adj to runway	?