

BOARD OF DIRECTORS MEETING AGENDA - APRIL 17, 2025 AT 9:30 AM
SALINA AREA CHAMBER OF COMMERCE - VISIT SALINA ANNEX

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) February 20, 2025 Minutes
- (2.2) March 24, 2025 Stakeholder Meeting Minutes

3. APPROVAL OF FINANCIAL STATEMENT & ACCOUNTS PAYABLE

- (3.1) January 2025 Financial Reports
- (3.2) February 2025 Financial Reports
- (3.3) March 2025 Financial Reports

4. DIRECTOR'S REPORT

- (4.1) Digital Marketing Director Hire - Start Date May 1st
- (4.2) Salian EDO Partner Meeting Review
- (4.3) Strategic Plan Update
- (4.4) Marketing Budget / Team Kansas Midwest - Japan Trip September 2025
- (4.5) 2026 Budget Requests for City and County
- (4.6) The Friday Brief
- (4.7) 2025 Charlie Walker Pitch Challenge
- (4.8) Legislative Update
- (4.9) Prospect Update / General Activity Level

5. BOARD OF DIRECTORS COMMENTS

6. ADJOURNMENT

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
SALINA CHAMBER OF COMMERCE/VISIT SALINA ANNEX – 120 WEST ASH; SALINA, KS
FEBRUARY 27, 2025 --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 9:29 AM by Rob Exline, 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, Chris Yohe, Rob Exline, Jim Trower

ABSENT: N/A

ALSO PRESENT:

Mitch Robinson, Salina Community Economic Dev. Organization, Executive Director
Robin VanAtta, Salina Community Economic Dev. Organization Administrative Assistant
Hannah Bett, Deputy County Administrator, Saline County
Mark Freel, Customer Solutions Manager, Evergy
Dan McFadden, Market President, Central National Bank
Tim Rogers, retired
Renee Duxler, President/CEO, Salina Area Chamber of Commerce
Mike Hoppock, City Commissioner, City of Salina
Shawn Hennessee, Assistant City Manager, City of Salina
Greg Taylor, Salina, Citizen
Pieter Miller, Executive Director, Salina Airport Authority

(1.3) Public Comment

N/A

APPROVAL OF MINUTES

(2.1) Moved by Trower, seconded by Weisel to approve the January 16, 2025 minutes. Aye: (9) Nay: (0). Motion carried.

APPROVAL OF FINANCIAL STATEMENTS AND ACCOUNTS PAYABLE

(3.1) January 2025 Financial Reports (Not Available)

January 2025 financial reports were not available. The accounting firm did not agree to release the statements until a signed engagement letter was received. The statements will be available to review at the next board meeting.

(3.2) Accounting Discussion

The board was presented with three accounting services proposals. Moved by Neuschafer, seconded by Dill to accept the Option 2 proposal from Benson Accounting for monthly payroll and quarterly tax preparation starting April 1st, 2025. Aye: (1) Nay: (0) Abstain (1).

4. DIRECTOR REPORT

(4.1) Revised Agreement with Partners – New Schedule for Submittals to Sponsoring Agencies – New Join Session with Sponsoring Agencies Proposed Date March 27th

All sponsoring partners have approved and signed the new EDO Member Agreement. A few changes have been made regarding reporting and reporting deadlines. An “Annual Members Meeting” with the EDO board and the governing bodies of the Members will take place prior to April 1st annually.

(4.2) Salina EDO Annual Meeting/Luncheon – Joshua Wexler – Event Speaker

To accommodate Josh Wexler’s schedule, we are now looking at April or May. This luncheon will also serve as a 10th anniversary celebration for the organization. The tentative location is the Salina Country Club. Robinson is looking to secure a few event sponsors.

(4.3) Strategic Plan Update – March 20th 9:00 AM to 12:00 PM

Robinson reminded those in attendance to complete the survey link that was included in your email invite.

(4.4) National Security Crossroads Meeting – Rescheduled to March 19th, 2025

The workshop, originally scheduled for February 18th, was postponed due to inclement weather. It has been rescheduled to Wednesday, March 19th, 2025.

(4.5) “The Friday Brief”

Robinson asked for feedback on the new “Friday Brief” that was sent out February 14th.

(4.6) Prospect Table

The EDO received a new project RFI for Project Viking. This project requires rail service, needs 40 acres, and has a large electricity capacity. We are going to submit the SW Farrelly site south of Great Plains/Kubota.

Project 80 was announced as a new last-mile Amazon facility. It will provide 100 jobs, not counting contracted drivers. The hourly wage range is \$17.00 - \$24.00. The timeline for operation is October 2025.

Duxler provided an update on the Digital Marketing effort. The budget was approved by the City Commission. The job description for the program manager is online. Duxler assured the board that the EDO would be invited to participate in the hiring process. The board requested that digital marketing be added as a committee report on future meeting agendas.

5. EXECUTIVE SESSION

Moved by Dill, seconded by Trower that the Salina Community Economic Development Organization board of directors recess into executive session for 15 minutes to discuss a non-elected employee’s performance and status based upon the need to discuss personnel matters of non-elected personnel pursuant to K.S.A. 75-4319(b)(1). The open meeting will resume in this room at 10:39 p.m. Aye: (9) Nay: (0). Motion carried.

The board recessed into executive session at 10:19 a.m. and reconvened at 10:39 a.m. No action was taken.

The board reconvened at 10:39 a.m. Moved by Trower, seconded by Schwarz to approve a 3% increase for the Executive Director, Mitch Robinson. Robinson is authorized to allocate the increase, either partially or fully, towards retirement and/or salary, effective January 1, 2025. Robinson is also authorized to offer the Administrative Assistant, Robin VanAtta, an hourly wage increase limited to up to 3%, at his discretion, effective January 1, 2025. Aye: (9) Nay: (0). Motion carried.

7. BOARD MEMBER DISCUSSION/QUESTIONS

N/A

ADJOURNMENT

Moved by Weisel, seconded by Dill to adjourn the meeting at 10:47 a.m. Aye: (9). Nay: (0). Motion carried.

Rob Exline, Board President

ATTEST: Daran Neuschafer, Board Secretary

SALINA EDO ANNUAL MEMBER PARTNER MEETING
SALINA CHAMBER OF COMMERCE/VISIT SALINA ANNEX - 120 WEST ASH; SALINA, KS
MARCH 24, 2025 --Via in person and Zoom Link

CALL TO ORDER AND ROLL CALL

The Annual Member Partner Meeting with the Salina Community Economic Development Organization, Inc. and the governing boards of the City of Salina, Saline County, Salina Airport Authority, and the Salina Area Chamber of Commerce was called to order at 1:30 PM by Rob Exline, Board President.

Those present with a quorum:

IN-PERSON OR ZOOM (Z):

Jim Maes, Brian Weisel, Tom Dill, Brian Schwarz, Daran Neuschafer, Rob Exline, Jim Trower

ABSENT: JIM Maes, Lee Young

ALSO PRESENT:

Mitch Robinson, Salina Community Economic Dev. Organization, Executive Director

Robin VanAtta, Salina Community Economic Dev. Organization Administrative Assistant

During the general welcome, Robinson outlined the changes to the 2025 Partner Agreement between the EDO and the four partnering agencies. He also reviewed the 2025 reporting scheduled and addressed the changes to the "Roles, Duties, and Responsibilities" chart listed in the Partner Agreement.

Robinson also reviewed the EDO's financial history including the past and current contributions made by each partner agency, the Fiscal Year 2023 Financial Review, and the December 2024 Year-End Financial Reports. Robinson also briefly addressed the EDO's plan to transition accounting services partially in-house and to a different local contract accounting firm.

The EDO prepared a presentation highlighting the various business expansions and new businesses that have located to the Salina area. The full presentation can be viewed at: <https://youtu.be/2mw9lgR-ryE>

ADJOURNMENT

Exline adjourned the meeting at 2:40 PM.

Rob Exline, Board President

ATTEST: Daran Neuschafer, Board Secretary

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - TAX BASIS
January 31, 2025 and 2024

	ASSETS		
	<u>Jan 31, 2025</u>	<u>Jan 31, 2024</u>	<u>\$ Change</u>
Current Assets			
Cash	\$ 424,313	\$ 351,661	\$ 72,652
Certificates of deposit	53,147	50,000	3,147
Unconditional promises to give:			
Member contributions receivable - current	-	259,516	(259,516)
Total Current Assets	<u>477,460</u>	<u>661,177</u>	<u>(183,717)</u>
Property and Equipment			
Furniture and equipment	3,932	5,568	(1,636)
Less: accumulated depreciation	<u>(3,932)</u>	<u>(5,446)</u>	<u>1,514</u>
Net Property and Equipment	<u>-</u>	<u>122</u>	<u>(122)</u>
Total Assets	<u>\$ 477,460</u>	<u>\$ 661,299</u>	<u>\$ (183,839)</u>
	LIABILITIES AND NET ASSETS		
Current Liabilities			
Payroll liabilities	<u>\$ 3,020</u>	<u>\$ 571</u>	<u>\$ 2,449</u>
Net Assets			
Without donor restrictions	<u>474,440</u>	<u>660,728</u>	<u>(186,288)</u>
Total Liabilities and Net Assets	<u>\$ 477,460</u>	<u>\$ 661,299</u>	<u>\$ (183,839)</u>

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

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

	Period Ended Jan 31, 2025	Year-to-Date Jan 31, 2025	Period Ended Jan 31, 2024	Year-to-Date Jan 31, 2024
Net Assets Without Donor Restrictions				
Revenues and Support Without Donor Restrictions				
Charlie Walker pitch challenge income	\$ 8,000	\$ 8,000	\$ -	\$ -
Member contributions	96,250	96,250	3,495	3,495
Gifts in kind	1,667	1,667	1,667	1,667
Interest income	1,401	1,401	491	491
	107,318	107,318	5,653	5,653
Expenses				
Business expenses	-	-	107	107
Contract services	565	565	575	575
Facilities and equipment	1,667	1,667	1,760	1,760
Operations	3,010	3,010	742	742
Other expenses	-	-	339	339
Payroll expenses	24,723	24,723	18,451	18,451
Travel and meetings	-	-	112	112
	29,965	29,965	22,086	22,086
Total Expenses Without Donor Restrictions				
Change in Net Assets Without Donor Restrictions	77,353	77,353	(16,433)	(16,433)
Net Assets - Beginning of Period	397,087	397,087	677,161	677,161
Net Assets - End of Period	\$ 474,440	\$ 474,440	\$ 660,728	\$ 660,728

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS - BUDGET COMPARISON - TAX BASIS
For the One Month Ended January 31, 2025

	Year-to-Date January 31, 2025	Budget YTD January 31, 2025	Variance Actual vs Budget	Budget 2025 Approved
Revenues				
Charlie Walker Pitch Challenge Income	\$ 8,000	\$ 1,333	\$ (6,667)	\$ 16,000
Member Contributions	96,250	96,250	-	385,000
Investments - Interest	1,401	542	(859)	6,500
Gifts in Kind	1,667	1,667	-	20,000
Total Revenues	<u>107,318</u>	<u>99,792</u>	<u>(7,526)</u>	<u>427,500</u>
Expenses				
Business Expenses				
Memberships	-	63	63	755
Marketing Events	-	208	208	2,500
Miscellaneous Expense	-	29	29	350
Business Registration Fees	-	4	4	50
Total Business Expenses	<u>-</u>	<u>304</u>	<u>304</u>	<u>3,655</u>
Contract Services				
Accounting fees	565	1,500	935	18,000
Outside Contract Services	-	1,333	1,333	16,000
Total Contract Services	<u>565</u>	<u>2,833</u>	<u>2,268</u>	<u>34,000</u>
Facilities & Equipment				
Computer Replacement	-	125	125	1,500
Donated Facilities	1,667	1,667	-	20,000
Office Equipment	-	185	185	2,220
Total Facilities & Equipment	<u>1,667</u>	<u>1,977</u>	<u>310</u>	<u>23,720</u>
Operations				
Charlie Walker Pitch Challenge Expenses	-	1,333	1,333	16,000
Donations (Outgoing Board Recognition)	-	17	17	200
Dues & Subscriptions	278	83	(195)	1,000
Finance Charges	5	-	(5)	-
Training Fees	-	8	8	100
Advertising/Promotion	2,250	4,667	2,417	56,000
Repairs & Maintenance	-	13	13	150
Books, Subscriptions, Reference	37	479	442	5,750
Postage, Mailing Service	73	8	(65)	100
Printing and Copying	-	17	17	200
Supplies	102	167	65	2,000
Telephone, Telecommunications	265	250	(15)	3,000
Total Operations	<u>3,010</u>	<u>7,042</u>	<u>4,032</u>	<u>84,500</u>
Other Expenses				
Depreciation	-	-	-	-
Insurance - Liability, D and O	-	542	542	6,500
Bank Charges	-	4	-	50
Total Other Expenses	<u>-</u>	<u>546</u>	<u>542</u>	<u>6,550</u>
Payroll Expenses				
Retirement Contribution	-	1,021	1,021	12,250
Employee Health Ins	372	292	(80)	3,500
Director Health & Life Ins	620	521	(99)	6,250
Car Allowance	750	500	(250)	6,000
Payroll Taxes	1,829	1,583	(246)	19,000
Wages & Salaries	21,152	16,167	(4,985)	194,000
Total Payroll Expenses	<u>24,723</u>	<u>20,084</u>	<u>(4,639)</u>	<u>241,000</u>
Travel and Meetings				
Meals	-	63	63	750
Conference, Convention, Meetings	-	50	50	600
Travel	-	83	83	1,000
Travel and Meetings - Other	-	144	144	1,725
Total Travel and Meetings	<u>-</u>	<u>340</u>	<u>340</u>	<u>4,075</u>
Total Expenses	<u>29,965</u>	<u>33,126</u>	<u>3,157</u>	<u>397,500</u>
Changes in Net Assets without Donor Restriction	<u>77,353</u>	<u>66,666</u>	<u>(10,683)</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>\$ 47,353</u>	<u>\$ 36,666</u>	<u>(10,683)</u>	<u>\$ -</u>

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - TAX BASIS
February 28, 2025 and February 29, 2024

	ASSETS		
	<u>Feb 28, 2025</u>	<u>Feb 29, 2024</u>	<u>\$ Change</u>
Current Assets			
Cash	\$ 383,371	\$ 326,223	\$ 57,148
Certificates of deposit	53,147	50,000	3,147
Unconditional promises to give:			
Member contributions receivable - current	-	259,516	(259,516)
Total Current Assets	<u>436,518</u>	<u>635,739</u>	<u>(199,221)</u>
Property and Equipment			
Furniture and equipment	3,932	5,568	(1,636)
Less: accumulated depreciation	<u>(3,932)</u>	<u>(5,457)</u>	<u>1,525</u>
Net Property and Equipment	<u>-</u>	<u>111</u>	<u>(111)</u>
Total Assets	<u>\$ 436,518</u>	<u>\$ 635,850</u>	<u>\$ (199,332)</u>
	LIABILITIES AND NET ASSETS		
Current Liabilities			
Payroll liabilities	<u>\$ 2,716</u>	<u>\$ 665</u>	<u>\$ 2,051</u>
Net Assets			
Without donor restrictions	<u>433,802</u>	<u>635,185</u>	<u>(201,383)</u>
Total Liabilities and Net Assets	<u>\$ 436,518</u>	<u>\$ 635,850</u>	<u>\$ (199,332)</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 Two Months Ended

	Period Ended Feb 28, 2025	Year-to-Date Feb 28, 2025	Period Ended Feb 29, 2024	Year-to-Date Feb 29, 2024
Net Assets Without Donor Restrictions				
Revenues and Support Without Donor Restrictions				
Charlie Walker pitch challenge income	\$ -	\$ 8,000	\$ -	\$ -
Member contributions	-	96,250	-	3,495
Gifts in kind	1,667	3,334	1,667	3,333
Interest income	629	2,030	503	994
	2,296	109,614	2,170	7,822
Expenses				
Business expenses	1,500	1,500	1,000	1,107
Contract services	18,030	18,595	3,565	4,140
Facilities and equipment	2,433	4,100	1,667	3,426
Operations	4,239	7,249	4,596	5,338
Other expenses	131	131	11	350
Payroll expenses	16,444	41,167	16,066	34,517
Travel and meetings	157	157	808	920
	42,934	72,899	27,713	49,798
Change in Net Assets Without Donor Restrictions	(40,638)	36,715	(25,543)	(41,976)
Net Assets - Beginning of Period	474,440	397,087	660,728	677,161
Net Assets - End of Period	\$ 433,802	\$ 433,802	\$ 635,185	\$ 635,185

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS - BUDGET COMPARISON - TAX BASIS
For the Two Months Ended February 28, 2025

	Year-to-Date February 28, 2025	Budget YTD February 28, 2025	Variance Actual vs Budget	Budget 2025 Approved
Revenues				
Charlie Walker Pitch Challenge Income	\$ 8,000	\$ 2,667	\$ (5,333)	\$ 16,000
Member Contributions	96,250	96,250	-	385,000
Investments - Interest	2,030	1,083	(947)	6,500
Gifts in Kind	3,334	3,333	(1)	20,000
Total Revenues	109,614	103,333	(6,281)	427,500
Expenses				
Business Expenses				
Memberships	-	126	126	755
Marketing Events	1,500	417	(1,083)	2,500
Miscellaneous Expense	-	58	58	350
Business Registration Fees	-	8	8	50
Total Business Expenses	1,500	609	(891)	3,655
Contract Services				
Accounting fees	1,955	3,000	1,045	18,000
Outside Contract Services	16,640	2,667	(13,973)	16,000
Total Contract Services	18,595	5,667	(12,928)	34,000
Facilities & Equipment				
Computer Replacement	-	250	250	1,500
Donated Facilities	3,334	3,333	(1)	20,000
Office Equipment	766	370	(396)	2,220
Total Facilities & Equipment	4,100	3,953	(147)	23,720
Operations				
Charlie Walker Pitch Challenge Expenses	-	2,667	2,667	16,000
Donations (Outgoing Board Recognition)	50	33	(17)	200
Dues & Subscriptions	298	167	(131)	1,000
Finance Charges	5	-	(5)	-
Training Fees	-	17	17	100
Advertising/Promotion	2,250	9,333	7,083	56,000
Repairs & Maintenance	-	25	25	150
Books, Subscriptions, Reference	3,933	958	(2,975)	5,750
Postage, Mailing Service	73	17	(56)	100
Printing and Copying	-	33	33	200
Supplies	102	333	231	2,000
Telephone, Telecommunications	538	500	(38)	3,000
Total Operations	7,249	14,083	6,834	84,500
Other Expenses				
Insurance - Liability, D and O	131	1,083	952	6,500
Bank Charges	-	-	-	50
Total Other Expenses	131	1,083	952	6,550
Payroll Expenses				
Retirement Contribution	-	2,042	2,042	12,250
Employee Health Ins	621	583	(38)	3,500
Director Health & Life Ins	1,032	1,042	10	6,250
Car Allowance	1,250	1,000	(250)	6,000
Payroll Taxes	3,010	3,167	157	19,000
Wages & Salaries	35,254	32,333	(2,921)	194,000
Total Payroll Expenses	41,167	40,167	(1,000)	241,000
Travel and Meetings				
Meals	-	125	125	750
Conference, Convention, Meetings	-	100	100	600
Travel	-	167	167	1,000
Travel and Meetings - Other	157	288	131	1,725
Total Travel and Meetings	157	680	523	4,075
Total Expenses	72,899	66,242	(6,657)	397,500
Changes in Net Assets without Donor Restriction	36,715	37,091	376	30,000
Reserve Funds	(30,000)	(30,000)	-	(30,000)
Changes in Net Assets	\$ 6,715	\$ 7,091	376	\$ -

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS - TAX BASIS
March 31, 2025 and 2024

	ASSETS		
	<u>Mar. 31, 2025</u>	<u>Mar. 31, 2024</u>	<u>\$ Change</u>
Current Assets			
Cash	\$ 358,102	\$ 288,618	\$ 69,484
Certificates of deposit	53,147	50,000	3,147
Unconditional promises to give:			
Member contributions receivable - current	-	259,516	(259,516)
Total Current Assets	<u>411,249</u>	<u>598,134</u>	<u>(186,885)</u>
Property and Equipment			
Furniture and equipment	3,932	5,568	(1,636)
Less: accumulated depreciation	<u>(3,932)</u>	<u>(5,468)</u>	<u>1,536</u>
Net Property and Equipment	<u>-</u>	<u>100</u>	<u>(100)</u>
Total Assets	<u>\$ 411,249</u>	<u>\$ 598,234</u>	<u>\$ (186,985)</u>
	LIABILITIES AND NET ASSETS		
Current Liabilities			
Payroll liabilities	<u>\$ 2,732</u>	<u>\$ 3,039</u>	<u>\$ (307)</u>
Net Assets			
Without donor restrictions	<u>408,517</u>	<u>595,195</u>	<u>(186,678)</u>
Total Liabilities and Net Assets	<u>\$ 411,249</u>	<u>\$ 598,234</u>	<u>\$ (186,985)</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, 2025	Year-to-Date Mar. 31, 2025	Period Ended Mar. 31, 2024	Year-to-Date Mar. 31, 2024
Net Assets Without Donor Restrictions				
Revenues and Support Without Donor Restrictions				
Charlie Walker pitch challenge income	\$ -	\$ 8,000	\$ -	\$ -
Member contributions	-	96,250	-	3,495
Gifts in kind	1,667	5,000	1,667	5,000
Interest income	619	2,649	475	1,469
	2,286	111,899	2,142	9,964
Expenses				
Business expenses	141	1,640	850	1,957
Contract services	2,840	21,435	6,215	10,355
Facilities and equipment	1,666	5,766	1,667	5,093
Operations	607	7,856	3,907	9,245
Other expenses	-	131	43	393
Payroll expenses	21,612	62,779	29,292	63,809
Travel and meetings	705	862	261	1,181
	27,571	100,469	42,235	92,033
Change in Net Assets Without Donor Restrictions	(25,285)	11,430	(40,093)	(82,069)
Net Assets - Beginning of Period	433,802	397,087	635,185	677,161
Net Assets - End of Period	\$ 408,517	\$ 408,517	\$ 595,092	\$ 595,092

SALINA COMMUNITY ECONOMIC DEVELOPMENT ORGANIZATION, INC.
Salina, Kansas

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS - BUDGET COMPARISON - TAX BASIS
For the Three Months Ended March 31, 2025

	Year-to-Date March 31, 2025	Budget YTD March 31, 2025	Variance Actual vs Budget	Budget 2025 Approved
Revenues				
Charlie Walker Pitch Challenge Income	\$ 8,000	\$ 4,000	\$ (4,000)	\$ 16,000
Member Contributions	96,250	96,250	-	385,000
Investments - Interest	2,649	1,625	(1,024)	6,500
Gifts in Kind	5,000	5,000	-	20,000
Total Revenues	<u>111,899</u>	<u>106,875</u>	<u>(5,024)</u>	<u>427,500</u>
Expenses				
Business Expenses				
Memberships	-	189	189	755
Marketing Events	1,500	625	(875)	2,500
Miscellaneous Expense	140	88	(52)	350
Business Registration Fees	-	13	13	50
Total Business Expenses	<u>1,640</u>	<u>915</u>	<u>(725)</u>	<u>3,655</u>
Contract Services				
Accounting fees	2,545	4,500	1,955	18,000
Outside Contract Services	18,890	4,000	(14,890)	16,000
Total Contract Services	<u>21,435</u>	<u>8,500</u>	<u>(12,935)</u>	<u>34,000</u>
Facilities & Equipment				
Computer Replacement	-	375	375	1,500
Donated Facilities	5,000	5,000	-	20,000
Office Equipment	766	555	(211)	2,220
Total Facilities & Equipment	<u>5,766</u>	<u>5,930</u>	<u>164</u>	<u>23,720</u>
Operations				
Charlie Walker Pitch Challenge Expenses	-	4,000	4,000	16,000
Donations (Outgoing Board Recognition)	50	50	-	200
Dues & Subscriptions	318	250	(68)	1,000
Finance Charges	5	-	(5)	-
Training Fees	-	25	25	100
Advertising/Promotion	2,250	14,000	11,750	56,000
Repairs & Maintenance	-	38	38	150
Books, Subscriptions, Reference	3,999	1,438	(2,561)	5,750
Postage, Mailing Service	73	25	(48)	100
Printing and Copying	-	50	50	200
Supplies	279	500	221	2,000
Telephone, Telecommunications	882	750	(132)	3,000
Total Operations	<u>7,856</u>	<u>21,126</u>	<u>13,270</u>	<u>84,500</u>
Other Expenses				
Insurance - Liability, D and O	131	1,625	1,494	6,500
Bank Charges	-	13	13	50
Total Other Expenses	<u>131</u>	<u>1,638</u>	<u>1,507</u>	<u>6,550</u>
Payroll Expenses				
Retirement Contribution	3,905	3,063	(842)	12,250
Employee Health Ins	869	875	6	3,500
Director Health & Life Ins	2,128	1,563	(565)	6,250
Car Allowance	1,750	1,500	(250)	6,000
Payroll Taxes	4,498	4,750	252	19,000
Wages & Salaries	49,629	48,500	(1,129)	194,000
Total Payroll Expenses	<u>62,779</u>	<u>60,251</u>	<u>(2,528)</u>	<u>241,000</u>
Travel and Meetings				
Meals	14	188	174	750
Conference, Convention, Meetings	-	150	150	600
Travel	367	250	(117)	1,000
Travel and Meetings - Other	481	431	(50)	1,725
Total Travel and Meetings	<u>862</u>	<u>1,019</u>	<u>157</u>	<u>4,075</u>
Total Expenses	<u>100,469</u>	<u>99,379</u>	<u>(1,090)</u>	<u>397,500</u>
Changes in Net Assets without Donor Restriction	<u>11,430</u>	<u>7,496</u>	<u>(3,934)</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>\$ (18,570)</u>	<u>\$ (22,504)</u>	<u>(3,934)</u>	<u>\$ -</u>

APRIL 2025 REPORT

MARKETING / LEGISLATIVE

The work by the Chamber to get the Transient Guest Tax revisions was approved by the City Commission. During April, interviews with six candidates took place and Marcus Petty was selected and accepted the Director of Marketing position. I was part of the interview team that reviewed all the candidates. Marcus will start May 1st.

The 4th Annual Charlie Walker Pitch Challenge was held on March 26th and eleven candidates participated. For the first time our high school winner from the Youth Entrepreneur Challenge also completed and won the \$6000 first prize which will be used to start a pool service business. The overall candidates continue to improve each year. Funding for the \$16,000 in prize money was provided by Bennington State Bank and JRI, Inc.

The 2025 Legislative Session has concluded. The main push by the Dept of Commerce is the proposed AIM-K: Aviation and Innovative Manufacturing bill did not get the traction it needed to be passed. A lot of defense was played in response to various bills to take away several of the economic development programs. Several pieces of legislation passed that will be positive for the Salina area including funding for the airport and revisions of a bill for Kansas State Salina related to the Pure Imagination project. Over \$22 million for improvements for existing and future facilities for the Kansas Highway Patrol Training Academy was approved.

ORGANIZATION

Dates have been set with the City of Salina and the Saline County Commission to present our budget requests for the next fiscal year. This was part of the revised documents approved earlier this year.

Also, as part of the revised agreement we held our first Salina EDO Member/Partner meeting on April 24th. We had excellent attendance from the City and County Commissions, the Airport Board and the Salina Chamber Board along with the Salina EDO Board. The presentation was about an hour and included the Q&A and general discussion. The meeting was well received and we look forward to hosting it on an annual basis.

Accounting services have been moved to Benson Accounting. Our first payroll was successful and more work coordinating the transition will take place. Woods and Durham will conclude their services with the review for 2024 and should be completed this summer.

There has been follow-up work since the strategic planning session on March 20th. Some information from the session was included in the April EDO board packet. The first draft of the final report should be available on April 23rd.

WORKFORCE / HOUSING

Apartments from phase 1 of the Salina Destination Development project will be ready to lease starting in June for July occupancy. Phase 2 has been approved and will include single family, duplexes, quadplexes and other smaller apartment combinations.

Development at Aero Planes and the South View Estates continue to grow. New higher priced homes are being built in the eastern portion of Salina.

Took part in a meeting with city planning staff concerning a new effort by a local organization to develop some small size housing that would be part of a job training and personal rehab effort. One potential site has been identified but this was an exploratory meeting to discuss the concept and potential issues with the concept of the location. More to come in the future.

PROSPECT MANAGEMENT

The Amazon building is moving at a rapid rate with occupancy targeted for May 31st.

Several new smaller projects have gathered interest in the Superior Building that has started site work. The 100,000 SF building is targeted to be completed by October. The company is working with several prospects that we have sent them along with some other local companies who have an interest in the new space.

The Saline County Planning and Zoning Commission will receive back their draft regulations regarding battery storage projects. The County Commission held a public hearing and are recommending a few minor changes to the document. This will be a month or two before it will be back to the County Commission for final approval.

A new project at the Salina Airport property is picking up some speed from the company. This project has been in the discussion phase for several years which included a prior visit to the headquarters in the San Diego area prior to covid. The company has expressed new interest in a project at the airport.

Working with numerous other community organization supporting a new project that might include some property in the southern portion of the county for a new not-for-profit organization that would raise organic food that would be donated to the local food bank and in later years would have a retail operation targeted to the North Salina area. Very early stages of discussion with the county staff with a meeting with the County Commission targeted for April 29th.

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 STATISTIC

Website – (reported February 2025)

170 users	168 New Users	26 Return Users	119 Engaged Sessions
6.96 Events/User	0:46 Avg Session	320 Pageviews	1,183 Event Count**
203 Sessions			

Website –3/17/2025 –4/13/2025

259 users	251 New Users	35 Return Users	172 Engaged Sessions
5.45 Events/User	0:39 Avg Session	486 Pageviews	1,710 Event Count**
314 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 February 2025)

1,700 Page Reach	92 Content Interactions	112 Page Visits	952 Followers	9 New Followers
3,800 Views				

Facebook – 3/17/2025 –4/13/2025

1,240 Page Reach	106 Content Interactions	187 Page Visits	957 Followers	5 New Followers
3,665 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 members (-1)
1/13/2025 – 409 members (--)	2/16/2025 – 412 members (+3)
4/14/2025 – 414 members (+2)	

SCEDO Stakeholder Workshop Summary

March 20, 2025



Key Themes

- **Shared Vision:** Stakeholders envisioned Salina as a future hub for aerospace innovation, advanced manufacturing, robust healthcare, quality education, and community vitality —with aspirations to exceed 50,000 in population and serve as a nationally recognized Advanced Air Mobility (AAM) and Maintenance, Repair and Overhaul (MRO) leader.
- **Primary Growth Engine:** Aerospace was overwhelmingly identified as the most promising growth sector, fueled by Salina Regional Airport’s assets, partnerships with K-State Salina, and strong industry momentum including flight testing and Uncrewed Aircraft Systems (UAS) advancements.
- **Data Backed Planning:** Participants shared they appreciated reviewing data ahead of discussion. The survey and presentation laid the groundwork for transparent, informed dialogue.
- **Community Culture Insights:** Enthusiasm was high for SCEDO’s role and recent wins. However, participants voiced a need to “stop downplaying Salina,” build internal advocates, and focus on retaining residents through quality-of-life investments.
- **Barriers Identified:** Limited housing stock and affordability, Childcare shortages and lack of scalable solutions, Wage competitiveness concerns, Need for inclusive community branding and strategic marketing, A perceived lack of diverse voices in planning conversations.

Activities & Results

Salina Today:

- Manufacturing
- Healthcare
- Aviation

Visioning Exercises:

- Stakeholders imagined newspaper headlines from 2035, painting a picture of a vibrant, expanding, and innovation-driven Salina. Common threads included urban housing growth, healthcare excellence, workforce-ready education, and dynamic public-private partnerships.

Navigating to Success:

- **Start:** Targeted marketing, youth engagement, peer-to-peer recruitment, modern “welcome wagons”
- **Stop:** Internal negativity, siloed efforts, overregulation
- **Continue:** Business expansion, collaboration, investment in amenities and education

Priority Votes:

 for strategic focus included:

- Community collaboration
- Marketing & storytelling
- Workforce retention & development
- Business development



Lindsey Dreiling, Ph.D.

Owner & CEO, Dreiling Aviation Services
lindsey@dreilingaviation.com



Amy Cole

Owner, Curated Strategic Business Solutions
amycocuratedconsulting@gmail.com



SCEDO Stakeholder Workshop Notes

March 20, 2025 | Salina, KS

Facilitators/Presenters:

Mitch Robinson (XD SCEDO), Amy Cole (Owner Curated Strategic Business Solutions LLC), Lindsey Dreiling (Owner CEO DAS LLC)

Participants:

SCEDO Board Members, City Leadership & SCEDO Stakeholders: *(View Sign-in list)*

SCEDO Today: Word Cloud Activity

Participant feedback on what they think of when they think of the SCEDO & Salina Community:

- Advanced Aviation
- Advanced Simulation
- Aerospace
- Aviation
- Aviation – Manned & Unmanned
- Collaboration
- Commerce/ Shopping
- Distribution
- Education
- Energy
- Financial Center
- Healthcare
- Location
- Manufacturing
- MRO
- Opportunity for growth
- Promising opportunities
- Quality of Life
- Regional Shopping destination
- Retail
- Small town feel
- Technology
- Trucking
- Work ethic



Vison Activity: Newspaper Headline

Participant feedback on what they see as the future of Salina & SCEDO in the next 10 years. They produced the headline and the details supporting it:

Salina Population Tops 55,000

- Salina Aerospace Center Leads Job Growth
- USD 305 announces third high school
- SRHC reaches capacity & plans expansion
- Smoky Hill River Project fully funded and enters final stage
- Salina Downtown Star Bond District has zero vacancy rate
- Urban Housing Project announces completion

Garmin Celebrates Salina as World HQ for:

- GPS
- Technology & Innovation

Salina Population & Economy Increases Thanks to Education Innovation

- Public/Private partnerships (global reach, corp, KHP, etc)
- Leverage K-12 Pathways to post HS training/degree/workforce development
- Advancement of teaching methods (VR/AR, hyflex, embedded industry & technology partners)
- Diverse credential opportunities supporting all career entry points
- Learner support Systems

All Headlines in 2035

- Kubota Expanding Again, largest R&D ever
- K-State Salina 10th year in a row Top Tech & Aerospace School
- Salina Airport Partners w/KS-S for new Technology Training & Jobs
- Salina Downtown River Trails named Top Attraction in Midwest
- Salina Projected over 75,000 population
- Salina Regional Named Top Rural Hospital in Midwest

Salina Named America's Best "All Ages" Community

- Childcare issues addressed
- Strong healthcare, focuses on senior population
- Active outdoor scene centered on river redevelopment
- Strong employment in advanced industries
- Quality education K-12

Salina Population Breaks 50,000!

- AAM Manufacturing #3
- MRO growth biggest in the US
- 100+ Based aircraft at SLN airport

Salina The New Epicenter of Virtual Reality Innovation

- UAS Leader
- Advanced Manufacturing
- Average age down 5 years

Navigating to Success Activity: Start, Stop, Continue on Sticky Notes

Participant feedback with sticky notes when asked overall feedback for SCEDO & how to bridge the gap from where they see Salina today to the vision of Salina in 10 years:

Green Notes: Start

- Comprehensive Marketing of Salina & Region x3
- Expedite the Marketing Initiative! x4
- Marketing – Tell the Story x2
- Sell Salina ourselves x2
- Messaging
- Get a show on HGTV
- Be intentional of including younger demographic in planning/strategy x5
- Start listening to our young people
- Involve the people we want to reach
- Create opportunities for public involvement
- Community conversations at various times of the day
- Virtual Neighborhoods
- Encourage greater collaboration with health care industries in Salina x2
- Build better culture & talk around manufacturing jobs
- Say hello at least 1x a day when out & about
- Use tech for a modern welcome to Salina, “Tour Salina” focus on art, manufacturing, parks, dream up rewards or incentives to connect x2
- Welcome Wagon for the 21st Century x2
- New Resident Style Welcome Wagon
- Communicate to connect with new employee
- Workforce recruitment, new methods to recruit, the face of Salina x1
- Workforce Recruitment: Each target group is recruited by a peer x2
- Target outreach tailored to specific populations “We are an all-ages community” x4
- Diversify employment further
- Retention: Communication & connect with current citizens “Flight risk” x5
- Identify target market x3
- Have a real strategic plan
- Looking outside of the box
- Encourage new approaches that may fail
- Encourage more retail x1
- Focus on development in North Salina
- Start lowering property tax

Themes Legend:

Comprehensive Marketing

Community collaboration – specially reach younger demographic

Community Culture – extra focus on Welcome for new community members

Workforce development & retention

Strategic planning & new ideas

Community Investment & Process

White Notes: Continue

- Build upon the Marketing efforts
- Continue to promote our community
- Working together on issues
- Continue Collaboration
- Keep foot on the pedal, focus on quality of life, supporting workforce x2
- Focusing on housing
- Public Private Partnerships, maintain infrastructure downtown, host opportunity to speak/share in person x7
- Emphasizing & supporting public & private partnerships (govt, education, business, nonprofit) x3
- Public Private Partnership
- Continue business expansion & growth
- Continue attracting business to SLN
- Quantity vs quality growth
- Growing & communicating
- Continue to support current business
- Continue to invest in public infrastructure
- Resource investment in community amenities
- Investing in Downtown
- Keep supporting the assets Salina has
- Improving Infrastructure
- Keep improving education opportunities: SATC, KSU
- Having conversations about community assess & goals x1

Themes Legend:

Comprehensive Marketing

Community collaboration

Community Culture

Business development, Partnerships, Growth

Community Investment & Process

Workforce development & retention

Strategic planning & new ideas

Red Notes: Stop

- Stop down playing Salina's good qualities
- Stop internal negativism towards perception of Salina
- Stop underplaying Salina
- Talking down our community
- Talking negatively about the community x2
- Stop letting negative opinion take front & center
- Being humble
- Playing (too) nice & ask to listen for information x1
- City regulations
- Stop excessive regulation

- Stop talking about “improving” the planning & permitting process, need to address it, chronic problem
- Stop tax increase
- Stop asking only execs/presidents – ask mid & other level employees
- Competing with each other, leverage collaboration
- Stop offering classes almost exclusively at the same time – use buildings after 3 pm
- Stop accepting canned answers
- Resisting change
- Being risk averse
- Discouraging craft

Themes Legend:

Stop Self-Deprecation

Community Investment & Process

Community Collaboration

Strategic Planning & New Ideas

Priority Setting: Sorted by Theme

Participant feedback with dots when asked their priorities for the future of Salina & SCEDO. Participants placed 3 dots indicating areas of focus for Salina’s future success:

Themes Legend:

- 17 Community Collaboration
- 15 Comprehensive Marketing
- 15 Business Development, Partnerships, Growth
- 14 Workforce Development & Retention
- 12 Community Culture
- 12 Community Investment & Process
- 11 Strategic Planning & New Ideas
- 9 Stop Self-Deprecation

Other Comments of Note: Parking Lot/ Feedback on Survey / General Comments

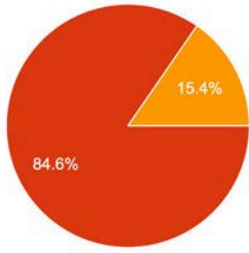
- Need buy in & community participation
- Need internal marketing & advocacy
- No longer have local newspaper, how to reach people
- Need to bring others into the “loop” & how to invite them in
- Need Professional Women of All Ages
- Bring 20-30s to the table to hear their thoughts as well
- Attention and review of salary & hourly wages
- Support Biz to Manufacturing
- Need for additional workforce holding us back
- Need for specialized skill sets for workforce
- Wage wars
- Need a strong focus on collaboration

- Absorbing the housing projects could be a weakness
- Water issues a threat
- Healthcare is a phenomenal strength, including KU & KWU
- Cultural (Arts) strength of Salina
- Federal grant availability could be a threat
- Continued Air Service Development
- Salina seen as an Aerospace Cluster focus
- Military & DoD contractors focus
- Law Enforcement & Public safety as a focus
- Hyvee celebrates 10 years in Salina



13 Respondents

Which of the following target industries do you believe has the highest potential for growth in the Salina region?
13 responses

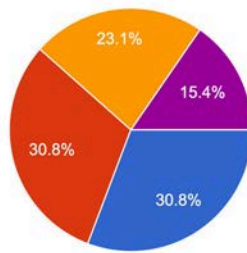


- Agribusiness
- Aerospace
- Distribution

Notable:
0 of 13 mention Agribusiness, even though Ady Advantage identified this as a key demographic.

84%
Of 13 respondents identify aerospace as the highest potential for growth in our region

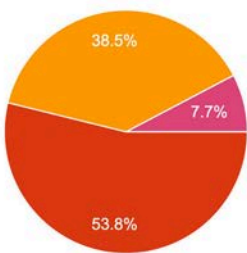
What is the most important factor a company considers when deciding to locate and/or remain in Salina?
13 responses



- Availability of skilled labor
- Cost of doing business
- Access to transportation and logistics
- Market demand & industry ecosystem
- Local & state incentives

Workforce availability and the **cost of doing business** lead the discussion of the most important factor a company considers.

What is the primary service a company wants from a community (including services provided by SCEDO, Chamber, etc.)?
13 responses



- Business development & networking
- Workforce recruitment & training support
- Financial incentives & grants
- Site selection assistance
- Regulatory & permitting assistance
- Policy & advocacy
- Assist when the government can and stay out of the way otherwise, SLN city has a bad reputation for getting in the way of development

7 OF 12
Respondents cite **Workforce & Housing** as largest threat

Strengths

Transportation & Infrastructure and Quality of Life and Community Support

Opportunities

Cohesive Messaging and Strategy

Threats

Workforce Availability & Housing

ADDITIONAL CONSIDERATIONS

Unified Marketing & Strategy
Salina's Quality of Life is Powerful in Recruiting
City of Salina Feedback Loops
Additional Industries



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 April 2025	Application Pending	Energy Storage 3-4 years Application to County 2025	3	Above Average	\$330M	Energy Storage	20-40 acres under option	NA
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 still active 2/3/25	Aviation Composite Parts	Make composite material	?	\$17 per hour entry	?	Aviation	5-7 acres close to runways	75,000 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
24-08	Project Delany	KDOC/JF	OUT	12/27/2024	submittal 1/14/25	Life Science Project	Medication Mfg	800	\$120K avg	\$4 Billion	medicine	150-250 acres	1 Million SF
25-01	Project Viking	KDOC/JF	Active	2/26/2025	submittal March	Thermoforming/Injection Molding	New Production Facility	230 by 2027		\$146 M	?	40 acres w/rail	260k SF to 510k SF
25-02	Project High Power	KDOC/LC	New	3/14/2025	Site Visit Summer 2025 Operational January 2026	Canadian Company Seeking US Location	electronic equipment manufacturing	50 by Year 4		\$400 K		100,000 sf lot	35,000 - 45,000 SF building
25-03	Project Auto Tech	KDOC/RJ	New	4/14/2025	submittal 4/18/25	International Automotive Technology	Small logistics/warehouse and production facility with clean room	10 by Year 2 with potential for growth	?	\$1 M	auto	Lease 5000 SF with potential to grow	5000 SF total (2000 office/3000 prod/warehouse)
25-04	Project Sentinel	SAA/Direct Contact	New	multi year effort	Upcoming Visit	aviation related	manufacturing/testing	?	?	?	?	?	?