

Kansas Nebraska Heritage Area Partnership

Freedom of Information Act documents from request filed by Angel Cushing, April 2021 with the National Park Service, received July 2021, posted to Western Region Property Rights Coalition Facebook page: July 24-August 2, 2021.

2019 Documents

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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: [EXTERNAL] Re: Kansas Nebraska NHA Initiative Steering Committee Meeting, Thursday, March 21, 10:00 - 2:00
Date: Wednesday, April 28, 2021 11:08:21 AM

From: Stein, Christopher E <Chris_Stein@nps.gov>
Sent: Wednesday, March 20, 2019 6:11 PM
To: Kim Wilson <kwilson4@unl.edu>
Cc: Luke Mahin <rced@nckcn.com>; Jarrod McCartney <jmccartney@redcloudnebraska.com>; Ashley Olson <aolson@willacather.org>; Engler, Mark A. <Mark_Engler@nps.gov>; Joe Black <jblack@stuhrmuseum.org>; Bartja, Jenna <Jenna.Bartja@nebraska.gov>; Roger Jasnoch <roger.jasnoch@nebraska.gov>; lcedfdirector@outlook.com <lcedfdirector@outlook.com>; info@orphantraindepot.org <info@orphantraindepot.org>; mchistorical@yahoo.com <mchistorical@yahoo.com>; Franklin Weekley, Rachel <Rachel_Franklin-Weekley@nps.gov>
Subject: Re: [EXTERNAL] Re: Kansas Nebraska NHA Initiative Steering Committee Meeting, Thursday, March 21, 10:00 - 2:00

Kim and all:

Our best to your outstanding effort. We're here to advise you when needed!

Chris

Sent from my iPhone

On Mar 20, 2019, at 6:08 PM, Kim Wilson <kwilson4@unl.edu> wrote:

Looking forward to seeing and working with everyone in Beloit tomorrow! Bring your think 'in cap!!!! We will be making big plans for the future of an important region! Safe travels.

Kim

From: Kim Wilson <kwilson4@unl.edu>
Date: Tuesday, March 12, 2019 at 11:39 AM
To: Luke Mahin <rced@nckcn.com>, Jarrod McCartney <jmccartney@redcloudnebraska.com>, Ashley Olson <aolson@willacather.org>, "Engler, Mark" <mark_engler@nps.gov>, Joe Black <jblack@stuhrmuseum.org>, "Bartja, Jenna" <Jenna.Bartja@nebraska.gov>, Roger Jasnoch <roger.jasnoch@nebraska.gov>, "lcedfdirector@outlook.com"

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<lcedfdirector@outlook.com>, "info@orphantraindepot.org"
<info@orphantraindepot.org>, "mchistorical@yahoo.com"
<mchistorical@yahoo.com>, "Franklin Weekley, Rachel" <rachel_franklin-weekley@nps.gov>, Christopher Stein <chris_stein@nps.gov>

Cc: Kim Wilson <kwilson4@unl.edu>

Subject: Kansas Nebraska NHA Initiative Steering Committee Meeting, Thursday, March 21, 10:00 - 2:00

Kansas Nebraska NHA Steering Committee,

Welcome and thank you for agreeing to be part of this very exciting initiative. Our first steering committee meeting is scheduled for Thursday, March 21st, 10:00 – 2:00 at North Central Regional Planning Commission, 109 North Mill Street, Beloit, KS. Thank you Luke for hosting this inaugural meeting. This will be a very exciting and engaging meeting with lots to accomplish. We hope to establish an organizational structure, mission statement, and first year goals with an action plan. Please see the attached agenda.

I look forward to seeing everyone. Please email me with questions.

See you next week!

Kim

Kim L. Wilson *ASLA*

Professor, Landscape Architecture Program

College of Architecture

University of Nebraska-Lincoln

(402) 472-9230 **(O)**

(765) 427-9643 **(C)**

Nebraska Kansas Heritage Area Partnership
BOD Meeting Minutes

North Central Regional Planning Commission, 109 North Mill Street, Beloit, KS

Thursday, March 21, 2019, 10:00 to 2:00

Attendees: Joe Black, Shaley George, Kelly Larson, Jarrod McCartney, Luke Mahin, Ashley Olson, Kyle Peterson, Kim Wilson and Mark Engler.

Absent: Carol Schlegel and Roger Jasnoch

Meeting Agenda and Minutes 03_21_19

10:00 – 10:15 Welcome, Introductions and Meeting Charge

- Joe welcomed everyone, provided background around the NHA Initiative and gave the committee the following charge:
 - Move towards becoming a NHA by completing a feasibility study;
 - Create an organizational structure and seek funding that support the initiative; and
 - Begin acting like a NHA!!!
- Introduction of each committee members, see BOD [Committee Members list](#).
- Review of the “[John D. Dingell, Jr. Conservation Management and Recreation Act](#)” designating six new [National Heritage Areas](#). - Six new NHAs.

10:15 – 1:30

Work Session – small group discussion and reporting out

Kim divided the committee into three groups to facilitate small group discussion around the agenda items.

10:15 – 10:30

1. Assignment: Feasibility Study

Kim went over the components and requirements of the feasibility study https://drive.google.com/file/d/1uiSwDwj2ZyJ_Md_5HR3H6OaVoZG23mUI/view?usp=sharing including: defining the study area, public involvement; determination of the region’s contribution to the national heritage and development of themes; natural and cultural resources inventories, integrity and determinations and affected environment data; management alternatives, assessment and impact; boundary delineations; administration and financial feasibility; and public support and commitments.

We also discussed the need to secure funding to conduct the feasibility study (see [Potential Funding Opportunities](#)). All funders require a 501c3 status. Therefore the committee decided to move towards non-profit status.

10:30 – 11:00

- 2. Mission Statement** – worksheet and examples provided
Kim provided a [worksheet with example mission statements](#). Groups brainstormed and presented alternative mission statements.
ACTION ITEM: Ashley will work on the mission statement to be reviewed and voted on at our next meeting.

11:00 – 12:30

- 3. Organizational Structure** – template provided, lunch at 12:00
Kim provided a [handout worksheet outlining components of a a bylaw](#). Groups brainstormed and presented suggestions for the organizational structure to be reviewed and voted on at our next meeting.
ACTION ITEM: Joe will work on the organizational structure.

Highlights from the discussion listed below:

- 1.0 Name: **Kansas Nebraska Heritage Area Partnership**
- 2.0 Purpose: To establish a National Heritage Area
- 3.0 Structure: Board of Directors
- 3.1 Powers: To manage the NHA Initiative
- 3.2 Number: Max. 15 members
Tenure: 5-year appointments, staggered
Qualifications: Members of the organization must be resident or employed in the NHA region. Members should represent one of the NHA foci. Equal representation between KS and NE.
- 3.3 Regular meetings: board meets quarterly; location, equally distributed between KS/NE; members must attend 3 of the four meetings; attendance at one of the four meetings can be digital but does not count towards the 3 required meetings; annual meeting once a year; executive board meets 8 times a year zoom.
- 3.5 Notice: meeting dates are set at the beginning of the year
- 3.6 Quorum: 60%
- 3.7 Vacancies: written notice of vacating board position; nominations come from BOD.
- 3.8 Confidentiality and Conflict of Interest: develop a document that addresses both to be signed by board members.
- 3.9 Advisory Board: Yes; appointed by the BOD with no duties, voting privileges, and obligations for attending

regular meetings; will use our extended [steering committee participants](#) as the beginning of the advisory board.

- 3.10 Parliamentary Procedures: yes
- 3.11 Removal of members: based on the attendance requirement
- 4.0 Officers: yes
 - 4.1 President: Joe Black
 - 4.2 Vice-President: Luke Mahin
 - 4.3 Secretary: Jenna Bartja
 - 4.4 Treasurer: Kyle Peterson
 - 4.5 Election/vacancies: Nominations made by BOD; 2-year appt, staggered; VP becomes President
- 5.0 Committees: yes
 - 5.1 Committee formation:
 - 5.2 Executive committee: consists of the leadership and director; develop agenda; hire staff;
 - 5.3 Finance committee: committee of the whole
- 6.0 Staff
 - 6.1 Director: Kim Wilson; hired by the BOD; day-to-day operations; grants; mtg. organization; currently no compensation.

12:30 – 12:45

- 4. Longer-term Goals:** *When do we want to become a NHA?*
[To become a National Heritage Area.](#)

12:45 – 1:30

- 5. Short-term Goals:** *To accomplish in the first year? How?*
Based on the feasibility study requirements, Kim suggested and the committee agreed that our short-term goals should focus on communications and buy-in strategy, asset inventory and themes, and funding. Each group brainstormed on one of these topics.
- 1. Communications and Buy-in Strategy
 - a. Create a BOD Network HUB survey
 - b. Identify partners
 - c. Develop a white-paper to be used by BOD
 - d. Identify and develop an approach and schedule meetings with elected officials (this might be different for NE versus KS). Cather has contact with NE Federal Delegation (3 out of the 5).
 - e. Work on social media by developing a Facebook page, Instagram, (both content and graphics)
 - f. Develop presentation for public forums
 - g. Develop an approach and deliver an outreach strategy

ACTION ITEM: ad hoc committee to organize and expand this approach. The committee includes: Jarrod,

Kim, Luke, and Mark.

2. Documenting Assets and Themes – see [funded UNL UCARE Proposal](#)
 - a. Research assets
 - b. Identify themes
 - c. Field verify
3. Funding
 - a. Seek estimate from NHA for a consultant
 - b. Approach UNL/KS/other funders for support
 - c. [See Potential Funding Opportunities](#)

1:30 – 1:45

6. Funding Opportunities and [Budget](#)

1:45 – 2:00

Next Steps and Closing Comments

1. Next meeting is May, 2nd, 8:00 - 12:00 at Motherhouse, 1300 Washington St, Concordia, KS (will confirm closer to the meeting date!)
2. ACTION ITEMS:
 - a. Nominate BOD members to include KS Higher Educational Institutions as a member or expert and representatives from conservation, recreation and agriculture.
 - b. Develop and administer a Network HUB Survey to BOD: Kim
 - c. Mission Statement: Ashley
 - d. Organizational Structure/Bylaw: Joe
 - e. Communications Strategy Ad Hoc Committee – Jarrod, Kim, Luke and Mark (Kim will send out a doodle poll to establish a zoom meeting)
 - f. May Agenda: Executive Committee, Kim will send a doodle poll to establish a zoom meeting.
 - g. Seek Feasibility Proposal/estimate from recently designated NHAs.

Thank you Luke and the North Central Regional Planning Commission for hosting the meeting. Lunch was excellent and the room perfect.

Kansas Nebraska Heritage Area Partnership

Funding Sources

Cash	Inkind	State	Foundations	Tier
30000		KS	Dane G. Hansen Foundation	
30000		NE	Peter Kiewit Foundation Kauffman Foundation	
5000		B	Sunderland Foundation Cooper Foundation Kimmel Charitable Foundation	
		NE	Nebraska Environmental Trust Sherwood Foundation	
		KS	Duclos Foundation (Republic / Cloud and adjacent counties)	
		KS	Greater Salina Community Foundation Affiliates (14)	

National Organizations

- National Trust for Historic Preservation
- Network for Landscape Conservation
- NPS

Universities

- 5000 NE University of Nebraska
- 5000 NE University of Nebraska - UCARE Program
- KS University of Kansas
- KS Kansas State University
- KS K-State Polytechnic
- ??? Any small colleges in our area???
- ??? Community colleges???
- NE University of Nebraska Kearney
- NE Hastings College
- KS Fort Hays State University
- KS Kansas Wesleyan University
- KS Cloud County Community College
- KS North Central Kansas Technical College
- KS Bethany College (if Lindsborg is included in the area)
- KS Salina Area Technical College

State Government

- NE Nebraska Historical Society & CLGs
- KS Kansas Historical Society & CLGs
- NE Nebraska Tourism Commission
- KS Kansas Tourism
- KS Kansas Humanities Council <https://www.humanitieskansas.org/g>

State/Regional Non-Profits (Economic Development, Tourism, Chamb

1000	500	KS	North Central Regional Planning Commission
200	200	KS	Kansas Preservation Alliance
100	100	KS	Western Kansas Rural Economic Development Alliance
100	100	KS	North Central Kansas Tourism Coalition
		KS	The Land Institute
			NRDs

Corporate Funding

500			Conagra
500			Kinder Morgan
500			Union Pacific
			Central Valley Ag Coop
			BNSF (General Op. Grants)

By County

			Name of County	County Govt	City(s) Govt
300	200	NE	Dawson		
300	200	NE	Buffalo		
300	200	NE	Hall		
300	200	NE	Hamilton		
300	200	NE	York		
300	200	NE	Seward		
300	200	NE	Frontier		
300	200	NE	Gosper		
300	200	NE	Phelps		
300	200	NE	Kearney		
300	200	NE	Adams		
300	200	NE	Clay (NE)		
300	200	NE	Fillmore		
300	200	NE	Saline (NE)		
300	200	NE	Red Willow		
300	200	NE	Fumas		
300	200	NE	Harlan		
300	200	NE	Franklin		
300	200	NE	Webster		
300	200	NE	Nuckolls		
300	200	NE	Thayer		
300	200	NE	Jefferson		
300	200	NE	Gage		
300	200	NE	??? Lincoln (NE)		
300	200	NE	??? Butler (NE)		
300	200	NE	??? Lancaster		

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300	200	KS	Decatur
300	200	KS	Norton
300	200	KS	Phillips
300	200	KS	Smith
300	200	KS	Jewell
300	200	KS	Republic
300	200	KS	Washington
300	200	KS	Marshall
300	200	KS	Sheridan
300	200	KS	Graham
300	200	KS	Rooks
300	200	KS	Osborne
300	200	KS	Mitchell
300	200	KS	Cloud
300	200	KS	Clay (KS)
300	200	KS	Riley
300	200	KS	Pottawatomie
300	200	KS	Trego
300	200	KS	Ellis
300	200	KS	Russell
300	200	KS	Lincoln (KS)
300	200	KS	Ottawa
300	200	KS	Dickinson
300	200	KS	Geary
300	200	KS	Ellsworth
300	200	KS	Saline (KS)
300	200	KS	???McPherson

Cloud County Wind Farm Grant

Individuals

2000 Board members

85800 21500 Total

Kansas Nebraska Heritage Area Partnership
Board of Directors Contact Information

NHA's Priority Areas	State	Term	Member Name and Title	Contact Information	Committee
1. Nebraska Tourism	NE	2020 - 23	Jenna Bartja Adventure Travel Specialist Nebraska Tourism Commission	301 Centennial Mall South, 1 st Floor PO Box 98907 Lincoln, NE 68509 Phone: 402-471-3767 jenna.bartja@nebraska.gov	Marketing
2. Interpretation and Tourism	KS	2020 - 23	Shaley George Curator National Orphan Train Complex	curator@orphantraindepot.org	Fundraising
3. Tourism	NE	2020 - 24	Roger Jasnoch Executive Director Kearney Visitors Bureau	Office: (308) 237-3161 Cell: (308) 233-4359 rjasnoch@visitkearney.org	Governance
4. Economic Development and Interpretation	KS	2020 - 24	Kelly Larson Lincoln Co. Economic Development - Kansas Preservation Alliance Board Member	785-524-8954 lcedfdirector@outlook.com	Governance
5. Economic Development and Tourism	NE	2020 - 25	Jarrod McCartney Heritage Tourism Development Director	Red Cloud Opera House 413 North Webster Street Red Cloud, Nebraska 68970 Tel: 402-746-2653 Email: jmccartney@redcloudnebraska.com	Fundraiser, Chair
6. Economic Development	NE	2020 - 25	Luke Mahin Director Republic County Economic Development	301 Main Street, Courtland, KS 66939 Office: 785-374-3047 roedc@nckcn.com	Marketing
7. Tourism At-large member	At-large	2020 - 25	Kristin Malek Assistant Professor Event Management Specialist University of Nebraska-Lincoln	202F Leverton Hall Lincoln, NE 68504 c. 704-661-3055 DrKevents@unl.edu	Marketing, Chair

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8. Education and Interpretation	NE	2020 - 24	Ashley Olson Executive Director The Willa Cather Foundation	413 North Webster Street, Red Cloud, NE 68970 Tel: 402-746-2653 Fax: 402-746-2652 Web: www.WillaCather.org	Finance
9. Education and Interpretation	KS	2020 - 25	Kyle Peterson Museum Director Mitchell County Historical Society	402 W. 8th Street P. O. Box 472 Beloit, KS 67420 785.738.5355 mchistorical@yahoo.com	Finance, Chair
10. Tourism	NE	2020 - 23	Carol Schlegel Tourism Director McCook/Red Willow County	carol@visitmccook.com 308-345-1200	Governance, Chair
11. Recreation	KS	2020 - 24	Sue Stringer Kansas Department of Wildlife, Parks & Tourism/Kansas Byways and Kansas Agritourism Manager	785-296-1947 785-207-2685 cell Sue.Stringer@KS.GOV	Finance
12. Education	NE	2020 - 25	Kim Wilson , Professor, Landscape Architecture, College of Engineering, University of Nebraska-Lincoln	c. 765-427-9643 Kwilson4@unl.edu	Executive Director
13.	KS	2020 - 23	Caryl Hale		Fundraising

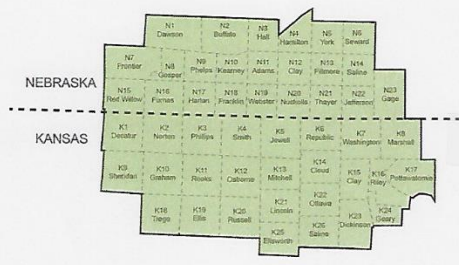
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Experts and Resources				
NPS		NA	Mark Engler Superintendent Homestead National Monument of America	8523 West State Highway 4 Beatrice, Nebraska 68310 Telephone 402-223-3514 Fax 402-228-4231 mark_engler@nps.gov
NPS		NA	Rachel Franklin-Weekley , Architectural Historian and NPS Heritage Areas and Partnerships JACS program, Midwest Region National Park Service	601 Riverfront Drive Omaha Nebraska 68102 402 -661-1928 rachel_franklin-weekley@nps.gov
NPS		NA	Chris Stein	
Former Board Members				
Interpretation	NE		Joe Black , Executive Director Stuhr Museum of the Prairie Pioneer	(308) 385-5316 ext. 206 jblack@stuhrmuseum.org

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We support the
**KANSAS NEBRASKA
HERITAGE AREA PARTNERSHIP**



We submit this letter in strong support of the Kansas Nebraska Heritage Area Partnership pursuing the designation of a National Heritage Area.

The Kansas Nebraska Heritage Area Partnership's mission is to connect communities and attractions, instill pride of place, and promote immersive experiences for residents and visitors to enhance appreciation for the region's unique landscape and nationally significant cultural history. By establishing a National Heritage Area within the forty-nine counties between North Central Kansas and South-Central Nebraska, we expect this to become a catalyst for economic development within the region/state by creating jobs, generating revenue for local governments, and sustaining local communities through revitalization and cultural heritage tourism. The compelling landscape of this region is home to migrating birds and native prairies, stories of Native Americans and homesteading and communities rich in cultural diversity. Together, these heritage resources make up a nationally significant region whose stories need to be told to residents, visitors, and the country.

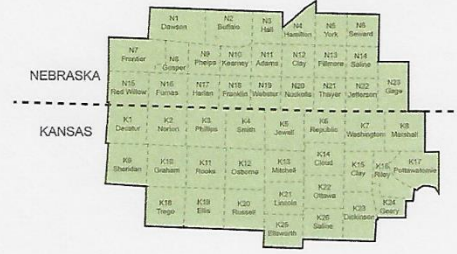
We offer our full support for the proposed National Heritage Area. We look forward to continued partnership with Kansas Nebraska Heritage Area Partnership in this crucial initiative.

The Kansas Nebraska Heritage Area Partnership Board of Directors:

Ashley Olson - NE, Co-chair of KNHAP, Willa Cather Foundation; **Jenna Bartja - NE**, Secretary of KNHAP, Nebraska Tourism Commission; **Carol Schlegel - NE**, McCook/Red Willow Tourism; **Roger Jasnoch - NE**, Visit Kearney; **Luke Mahin - KS**, Co-chair of KNHAP, Republic County Economic Development; **Kim Wilson - NE**, Executive Director of KNHAP, University of Nebraska - Lincoln; **Kelly Larson - KS**, Lincoln County Economic Development; **Shaley George - KS**, National Orphan Train Complex - Concordia; **Kyle Peterson - KS**, Treasurer of KNHAP, Mitchell County Historical Society Museum; **Jarrod McCartney - NE**, Red Cloud Tourism & Commerce; **Sue Stringer - KS**, Kansas Agritourism; **Kristin Malek - At-large**, University of Nebraska - Lincoln

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KANSAS NEBRASKA HERITAGE AREA PARTNERSHIP



Mission

Our mission is to connect communities and attractions, instill pride of place, and promote immersive experiences for residents and visitors to enhance appreciation for the region's unique landscape and nationally significant cultural history.

Goals and Vision

To establish a National Heritage Area (NHA) within the forty-nine counties between North Central Kansas and South Central Nebraska. We have identified six nationally important themes to be considered include the historical stories of: Settlement and Migration, Homesteading, Land, Native Americans, Rural, and Nature.

What is a National Heritage Area?

- A designation by Congress recognizing the national importance of the region's sites and history.
- It is *administered* by the National Parks Service (NPS) and provides technical assistance. Matching federal funds are available.
- NHA's have been a grassroots, community-driven approach to heritage conservation and economic development.

Benefits of National Heritage Areas

- Catalyst for economic development within the region/state to: create jobs, generate revenue for local governments, and sustain local communities through revitalization and heritage tourism.
- NHA's leverage an average of \$5.50 in public-private partnership funding for every \$1.00 of federal investment.
- NHA's are authorized to receive up to \$1 million annually in Congressional appropriations. The FY 2019 appropriations for assistance to heritage areas was \$20.3 million. However, all funds have to be matched 1:1.
- Connects all regional assets including existing museums, sites, parks, businesses, and communities to resources to celebrate their NHA themes.

What National Heritage Areas are NOT:

- National Park Service Units.
- Designations that affect any private property rights.
- Designations that assume any ownership of land inside the heritage area or impose any land use controls.

Timeline of Work to Date

- 2016: Willa Cather Foundation partnered with the University of Lincoln - Nebraska to explore regional heritage tourism strategies.
- 2017: UNL and Willa Cather Foundation realized the potential for a NHA in an expanded region involving many stakeholders across two states. Volunteer board formed to explore opportunities, define mission, look at initial feasibility.
- 2018: Conducted three meetings with public officials and communities with 100% support. Strengthened the guiding Board of Directors.
- 2019: Continued necessary work to achieve nonprofit status, talked with existing NHAs for feedback and guidance. Established bylaws.

Next Steps

- Establish a non-profit representing the heritage area of North Central Kansas and South Central Nebraska in both states.
- Develop partnerships in all communities, across forty-nine counties in two states in order to have grassroots support of the project.
- Establish necessary funds for a feasibility study from regional stakeholders.
- Create a Request For Proposal for the National Heritage Area Feasibility Study to be submitted to the National Parks Service for designation.
- Develop a framework to expand the economic benefits of heritage preservation and tourism by linking resources to historic themes and a network of businesses, sites, structures, routes, trails, and recreation sites.

How can you help?

- Be informed! Know what a NHA is (and what it is not)!
- "Like" us on Facebook! Kansas Nebraska Heritage Area Partnership (@KNHeritage)
- Advocate for our cause! Advocacy is necessary to move us forward!
- Speaking opportunities! Let us come and speak with your group or organization!
- Partnership! We would love to seek mutually beneficial partnerships!
- Letter of support! As we continue our pursuit of national designation, we will be collecting letters of support. If you feel comfortable, we would love to have one from you!
- Monetary support! As you read above, all national appropriation funding is a 1:1 match. Anything you or your organization can contribute can go towards this!

KNHAP Board of Directors

<p>Ashley Olson - NE Co-chair of KNHAP Willa Cather Foundation</p>	<p>Luke Mahin - KS Co-chair of KNHAP Republic County Economic Development</p>	<p>Kyle Peterson - KS Treasurer of KNHAP Mitchell County Historical Society Museum</p>
<p>Jenna Bartja - NE Secretary of KNHAP Nebraska Tourism Commission</p>	<p>Kim Wilson - NE Executive Director of KNHAP University of Nebraska - Lincoln</p>	<p>Jarrold McCartney - NE Heritage Development of Red Cloud</p>
<p>Carol Schlegel - NE McCook/Red Willow Tourism</p>	<p>Kelly Larson - KS Lincoln County Economic Development</p>	<p>Sue Stringer KS Kansas Agritourism</p>
<p>Roger Jasnoch - NE Visit Kearney</p>	<p>Shaley George - KS National Orphan Train Complex</p>	<p>Kristin Malek - At-large University of Nebraska - Lincoln</p>

Contact:

Kim Wilson at kwilson4@unl.edu or 765-427-9643

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Nebraska Kansas Heritage Area Partnership Draft Strategic Plan

The mission of the Kansas Nebraska Heritage Area Partnership is to connect communities and attractions, instill pride of place, and promote immersive experiences for residents and visitors to enhance appreciation for the region's unique landscape and nationally significant cultural history.

Plan: Goals, Objectives and Tactics

1. Act as a National Heritage Area.

2. Establish an organizational structure to support achieving the mission (Governance Committee)
 - a. Establish Non-Profit Status Develop an organizational structure
 - i. Establish a volunteer Board of Directors (11 +1) 12+1
 - ii. Develop and Accept Bylaws
 - iii. Short-term Umbrella Organization (18 months)
 - iv. Secure Non-Profit status
 - b. Develop Asset Partnerships
 - i. List of Partners
 - ii. Benefits
 - c. RFPs and Contracts
 - d. Hire Executive Director

3. Develop Financial Capacity (Finance Committee, chair is treasurer)
 - a. Develop an annual budget (event, feasibility study, marketing material); income budget by board members;
 - b. Set short and long range goals with Fundraising Committee
 - c. Tracking in-kind contributions
 - d. Track contributions

- e. Manage Financial Aspects of Grants - Contracts with Governance Committee
- f. Audits and Tax Review
- g. Managing Bank Accounts
- 4. Garner Financial Resources (Fundraising Committee)
 - a. Fundraising development plan
 - b. Develop a database of potential funding organizations, critical dates, criteria
 - c. Determine development budget
 - d. Analyze and build relationships
 - e. Secure funds
- 5. Share our Story (Marketing and Communications Plan)
 - a. Internal Communications
 - i. Protocol - Process and Procedures
 - b. External Communications
 - i. Develop the Story
 - ii. Materials (user focused), Methods and Contact Information
 - 1. White paper - Political Officials (Luke)
 - 2. Marketing Brochure (Kristin)
 - 3. Website
 - 4. Facebook
 - 5. Newsletter
 - 6. Media Releases
 - 7. Community Meetings and Events
 - iii. Developing Support and Partnerships
 - 1. Political Support (Jenna)
 - 2. Agency Support (Jenna)
 - 3. Asset/partner Support
 - iv. Develop 'grassroots' support
- 6. Become a National Heritage Area
 - a. Submit Feasibility Study

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- i. Develop an RFP
 - ii. Secure a Consultant
 - iii. Work with legislators and develop legislation
 - iv. Complete the Draft Plan
- b. Complete the Management Plan

NHA's Priority Areas	Invited to Steering Committee Mtgs * participated	Contact Person
1. Conservation	Chuck Cooper , President and CEO Crane Trust, 9325 South Alda Road Wood River, NE 68883 308-382-1820	Kim
2. Conservation	Bill Taddicken , Director Iain Nicolson Audubon Center at Rowe Sanctuary btaddicken@audubon.org 44450 Elm Island Rd, Gibbon, NE 68840 - 308/468-5282 rowesanctuary@audubon.org	Kim
3. Conservation	Kristal Stoner , Executive Director Audubon 11700 SW 100 St, PO Box 117, Denton, NE 68339 - 402/797-2301 (nebraska@audubon.org	Kim
4. Conservation	Bill Whitney , executive director of the Prairie Plains Resource Institute ppri@hamilton.net	Kim
5. Recreation	*Roger Kuhn , Assistant Director Nebraska Game and Parks Comm. 2200 N. 33rd St PO Box 30370 Lincoln, NE 68503 402-471-0641 roger.kuhn@nebraska.gov	
6. Tourism	*Roger Jasnoch , Executive Director Kearney Visitors Bureau Office: (308) 237-3161 Cell: (308) 233-4359 rjasnoch@visitkearney.org *Sarah Focke , Tourism and Convention bureau	Roger
7. Economic Deve.	*Kelly Gewecke Central Field Service Rep NE Department of Economic Deve C 308-627-3151 Kelly.gewecke@nebraska.gov	Ashley
8. Education	*Rod Wagner , Director Nebraska Library Commission 402-471-2045/4001	Kim

9. Historic Preservation	*Jill Dolberg , Associate Director Nebraska State Historical Society 402-471-4773 jill.dolberg@nebraska.gov	Kim
10. Economic Deve.	Tina Henderson , VP of Comm. NE Farm Bureau (402) 421-4446 tinah@nefb.org	Kim
11. Ecotourism	*Katie Nieland , Assistant Director /Communications Coordinator Center for Great Plains Studies 402-472-3965 knieland2@unl.edu	Kim
12. Interpretation and Tourism, KS	*Shaley George , Curator National Orphan Train Complex curator@orphantraindepot.org	Shaley
13. Heritage Tourism	*Susie Haver , Red Cloud County Tourism, Concordia , KS info@cloudcountytourism.com	Shaley
14. Education	Kim Wilson , Professor of Landscape Architecture, College of Architecture University of Nebraska-Lincoln 765-427-9643 KWilson4@unl.edu	
15. Interpretation	*Joe Black , Executive Director Stuhr Museum of the Prairie Pioneer (308) 385-5316 ext. 206 jblack@stuhrmuseum.org Chris Hochstetler , Executive Director (new)	Kim
16. Heritage Tourism	*Ashley Olson , Executive Director The Willa Cather Foundation 413 North Webster Street, Red Cloud, NE 68970 Tel: 402-746-2653 Fax: 402-746-2652 Web: www.WillaCather.org www.VirtualCather.org	Ashley
17. Heritage Tourism	*Jarrod McCartney Heritage Tourism Development Director Red Cloud Opera House 413 North Webster Street Red Cloud, Nebraska 68970 Tel: 402-746-2653 Email: jmccartney@redcloudnebraska.com Red Cloud Area Chamber of Commerce Line: 402-746-4065	Jarrod
18. Tourism	Lisa Burke , Executive Director	Ashley

	North Platte Visitors Bureau North Platte, NE 69101 (308) 532-4729 info@visitnorthplatte.com	
19. Economic Deve., KS	*Luke Mahin , Director Republic Economic Development 314 Main Street, Courtland, KS 66939 Office: 785-374-3047 rcedc@nckcn.com	Luke
20. 15. Conservation	*John Carroll , Director School of Natural Resources University of Nebraska-Lincoln jcarroll2@unl.edu Dean of Extension	Kim
21. Heritage Tourism	*Nicodemus National Historic Site	Luke
22. Heritage Tourism	*Richard Gould , Retired Museum Director Pawnee Indian Museum State Historic Site Concordia, KS 785-262-1561	Luke
23. Cultural	*Chris Sommerich Humanities Nebraska , Director Chris@humanitiesnebraska.org or 402-474-2131 ext. 105	Ashley
24. Nebraska Tourism	*Jenna Bartj , Adventure Travel Specialist Nebraska Tourism Commission 301 Centennial Mall South, 1 st Floor PO Box 98907 Lincoln, NE 68509 Phone: 402-471-3767 jenna.bartja@nebraska.gov VisitNebraska.com *John Ricks , Executive Director Nebraska Tourism Commission John.ricks@nebraska.gov	Jenna
25. Tourism	*Carol Schlegel , Tourism Director McCook/Red Willow County carol@visitmccook.com 308-345-1200	Carol
26. Economic Deve. Marysville, KS	*Ellen Barber Director of Economic Development Marshall County Partnership for Growth P.O. Box 61 Marysville, KS 66508 choosemarshallcountyks.com	Luke

	785.207.7598	
27. Tourism, Marysville, KS	*Michelle Whitesell - Main Street and Tourism/Convention, Marysville, KS director@visitmaryvilleks.org	Luke
28. Heritage Tourism, Marysville, KS	*Charlie Weickert , Pony Express Museum cweickert@bluevalley.net ponyexpressmuseum@bluevalley.net Jan DeGroot , Administrator Pony Express Home Station Museum 106 S. 8 th Marysville, KS 66508 (785) 562-3825	Luke
29. Historic Preservation, Marysville, KS	*Duane Illes , Alcove Springs Historical Trust 96cruisin@embarqmail.com	Luke
30. Heritage Tourism	*Keith Vacha , Frank Marshall/Shibly Knoll Ferry 377 Sixth Rd, Marysville, KS 785-713-1635 vachak@bluevalley.net	Luke
NPS	Rachel Franklin-Weekley , Architectural Historian and NPS Heritage Areas and Partnerships JACS program, Midwest Region National Park Service 601 Riverfront Drive Omaha Nebraska 68102 402 -661-1928 rachel_franklin-weekley@nps.gov Griesemer,	
NPS	Chris Stein Chief, Heritage Areas and Partnerships NPS Midwest Region (402) 881-1387 chris_stein@nps.gov	
NPS	Holly Griesemer Rivers, Trails, and Conservation Assistance & Accessibility Project Manager National Park Service, Midwest Regional Office 601 Riverfront Drive Omaha, Nebraska 68102 Office: 402.661.3012 Cell: 531.389.0010 Fax: 402.661.3013 holly_griesemer@nps.gov	
NPS	Mark Engler	Mark

	<p>Superintendent Homestead National Monument of America 8523 West State Highway 4 Beatrice, Nebraska 68310 Telephone 402-223-3514 Fax 402-228-4231 mark_engler@nps.gov</p> <p>Homestead National Monument Foundation</p>	
Freedom's Frontier NHA	<p>*Jim Ogle, Executive Director Freedom's Frontier National Heritage Area PO Box 526 200 West 9th Street Lawrence, KS 66044 785-856-5300 Office 785-856-3635 Direct jogle@freedomfrontier.org www.freedomfrontier.org</p>	Kim
Rivers of Steel NHA	<p>August R. Carlino <i>President and Chief Executive Officer</i> ARCarlino@RiversofSteel.com</p> <p>Rivers of Steel Heritage Corporation Rivers of Steel National Heritage Area The Bost Building 623 East Eighth Avenue Homestead, PA 15120 412 • 464 • 4020 www.RiversofSteel.com</p>	Kim
Deanell Reece Tacha	<p>Former Chair and Founder of Freedom's Frontier Heritage Area</p> <p>nellietacha@gmail.com</p>	Luke
NCK Tourism Council	<p>Susie Haver / Julie Roller</p>	Luke
North Central Regional Planning Commission	<p>Ex. Director - Emily Benedick executivedirector@ncrpc.org</p>	Luke
	<p>Center of rural Affairs</p>	Ashley
	<p>Forest Service</p>	Kim

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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: Kansas Nebraska Heritage Area Partnership Meeting Minutes
Date: Wednesday, April 28, 2021 10:55:14 AM

From: Kim Wilson <kwilson4@unl.edu>
Sent: Friday, March 29, 2019 2:25 PM
To: Luke Mahin <rce@nckcn.com>; Jarrod McCartney <jmccartney@redcloudnebraska.com>; Ashley Olson <aolson@willacather.org>; Engler, Mark A. <Mark_Engler@nps.gov>; Joe Black <jblack@stuhmuseum.org>; Bartja, Jenna <Jenna.Bartja@nebraska.gov>; Roger Jasnoch <roger.jasnoch@nebraska.gov>; lcedfdirector@outlook.com <lcedfdirector@outlook.com>; info@orphantraindepot.org <info@orphantraindepot.org>; mchistorical@yahoo.com <mchistorical@yahoo.com>; Franklin Weekley, Rachel <Rachel_Franklin-Weekley@nps.gov>; Stein, Christopher E <Chris_Stein@nps.gov>; carol@visitmccook.com <carol@visitmccook.com>
Subject: [EXTERNAL] Kansas Nebraska Heritage Area Partnership Meeting Minutes

Everyone,

Thank you all for a great first meeting of our newly organized **Kansas Nebraska Heritage Area Partnership**. We accomplished lots and I look forward to our next meeting on May 3rd in Concordia, KS.

We agreed to use google docs to store all documents. Please let me know if you have problems accessing any of the information. Meeting minutes with actions items can be found at the following link:
<https://docs.google.com/document/d/1tmBPUairANkrvVXJO8FPV9oRzjbMEk2htBGduuZMgO4/edit?usp=sharing>. Please use the following link to access the rest if the documents:
<https://drive.google.com/drive/folders/1GXVn680JWyhJGws3pQnMFAkLxmc5Osq?usp=sharing>. I've also sent you an invitation to our folder via email. I will continue to populate this site with relevant information.

I will be sending out a doodle poll to the newly established executive committee to schedule a zoom meeting to develop the May meeting agenda. I will also send out a doodle poll to those who volunteered to think about our communications strategy.

Please review the actions items and send recommendations for board members as well as agenda items for our May meeting.

Looking forward to our next meeting,

Kim Wilson
Professor, Landscape Architecture Program

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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: Central Plains American Society of Landscape Architects Student Award of Excellence
Date: Wednesday, April 28, 2021 10:54:45 AM

From: Kim Wilson <kwilson4@unl.edu>
Sent: Sunday, April 7, 2019 6:32 PM
To: Stein, Christopher E <Chris_Stein@nps.gov>; Franklin Weekley, Rachel <Rachel_Franklin-Weekley@nps.gov>
Subject: [EXTERNAL] Central Plains American Society of Landscape Architects Student Award of Excellence

Chris and Rachel,

Thought you would want to know that we submitted and won the 2019 American Society of Landscape Architecture Central States Award of Excellence as the best project in Planning and Analysis and as the best overall student project for **Regional Cultural Heritage Tourism, a RFI Teaching and Engagement funded project.**

Here is the link to our submission: <https://unl.box.com/s/69ens0bg6md8jjulvpug71rv5p30tdii>

Information on the award and students involved:

The 2019 ASLA Central States Award Committee is delighted to present awards to the University of Nebraska - Lincoln. There were 30 student submissions from 8 different states that were awarded Merit, Honor, or Excellence. Merit recognizes a superior professional accomplishment; Honor recognizes the highest rated project in each category and Excellence is awarded to the highest Honor Award recipient.

*The committee would like to congratulate the team of Kenneth Brandl, Ashleigh Gildon, Cory Galen, Jamie Dennell, Jeni Stanek, Chandler Nohr, Nate Holst, Patrick Murphy, Frank Herbolsheimer, Yitao Li and Muxia Li along with Professor Kim Wilson for the project **Regional Cultural Heritage Tourism** for receiving **the Award of Excellence as the best project in the Planning and Analysis Category** and as the best overall student project.*

The latest with this project is that we are forming a non-profit organization to pursue the National Heritage Area designation. The name is **Kansas Nebraska Heritage Area Partnership**. More to come!

Best,
Kim

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REMINDER: The *KS NE Heritage Area Partnership* Board Meeting will be Thursday, May 2nd from 9:00 – 1:00 at Motherhouse, 1300 Washington St, Concordia, KS.

An agenda will be forwarded to you on Monday. Please let me know if you are unable to attend.

If you haven't had a chance, please fill out the Network HUB Data Sheet for the Communication Plan Ad hoc Committee. The link to an example and a blank data sheet are below.

Under the google drive folder labeled Communication Plan, there is a folder labeled Network HUB Data Sheet. Inside you'll find the following two spread sheets:

1. Wilson_KS NE Heritage Area Partnership: Network HUB Data Sheet :
<https://docs.google.com/spreadsheets/d/1XT-TIjddZuYYMs8bWuzsiD58UM9DGacm8i0Yy04As6M/edit?usp=sharing>
2. Template_KS NE Heritage Area Partnership: Network HUB Data Sheet:
https://docs.google.com/spreadsheets/d/1T566_2RtpAaC9Nun9K_7qLy3UkZrrrdGxEDq5YUDjPc/edit?usp=sharing

Thank you,
Kim

From: Kim Wilson <kwilson4@unl.edu>

Date: Tuesday, April 16, 2019 at 4:14 PM

To: Luke Mahin <rced@nckcn.com>, Jarrod McCartney <jmccartney@redcloudnebraska.com>, Ashley Olson <aolson@willacather.org>, "Engler, Mark" <mark_engler@nps.gov>, Joe Black <jblack@stuhrmuseum.org>, "Bartja, Jenna" <Jenna.Bartja@nebraska.gov>, Roger Jasnoch <roger.jasnoch@nebraska.gov>, "lcedfdirector@outlook.com" <lcedfdirector@outlook.com>, "info@orphantraindepot.org" <info@orphantraindepot.org>, "mchistorical@yahoo.com" <mchistorical@yahoo.com>

Subject: Network HUB Data Sheet for the KS NE Heritage Area Partnership

Directors,

To better understand our sphere of influence, we agreed to each fill out a survey/data sheet of our contacts at a national, state, institutional/non-profit, and local/municipal levels. As you compile your list, keep in mind we identify the entities and the individuals who can help us become a National Heritage Area.

Under the google drive folder labeled Communication Plan, there is a folder labeled Network HUB Data Sheet. Inside you'll find the following two spread sheets:

1. Wilson_KS NE Heritage Area Partnership: Network HUB Data Sheet :
<https://docs.google.com/spreadsheets/d/1XT-TIjddZuYYMs8bWuzsiD58UM9DGacm8i0Yy04As6M/edit?usp=sharing>
2. Template_KS NE Heritage Area Partnership: Network HUB Data Sheet:
https://docs.google.com/spreadsheets/d/1T566_2RtpAaC9Nun9K_7qLy3UkZrrrdGxEDq5YUDjPc/edit?usp=sharing

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Go into the folder a make a copy of the template, relabel with your last name and fill in the categories based on my example. Place your data sheet in the folder labeled BOD Network HUB Data Sheet.

It would be great to have this mostly filled out by our May 2nd meeting. We will use this data to determine how to move this information out into our networks.

Thank you,
Kim

Kim L. Wilson *ASLA*
Professor, Landscape Architecture Program

College of Architecture
University of Nebraska-Lincoln

(402) 472-9230 **(O)**
(765) 427-9643 **(C)**

Nebraska Kansas Heritage Area Partnership

BOD Meeting Minutes

Prepared by Jenna Bartja

Motherhouse, 1300 Washington St, Concordia, KS

Thursday, May 2, 2019, 9:00 AM to 1:00 PM

Attendees: Joe Black, Jenna Bartja, Shaley George, Roger Jasnoch, Kelly Larson, Jarrod McCartney, Luke Mahin, Ashley Olson, Kyle Peterson, Carol Schlegel, Kim Wilson

Absent: Mark Engler

Meeting Agenda and Minutes 05_02_19

Blue highlighted/underlined items below are linked to documents for your review

- | | |
|--------------|--|
| 9:07 – 9:18 | Welcome, Overview of the Nazareth Motherhouse,& Introductions <ul style="list-style-type: none">• General welcome and reintroductions of the BOD members, see BOD Committee Members list. |
| 9:18 – 9:20 | Review and Approve March 3, 2019 Meeting Minutes <ul style="list-style-type: none">• Motion to approve meeting minutes – motion passes by unanimous vote |
| 9:20 – 9:22 | Mission Statement Draft Review <ul style="list-style-type: none">• Mission statement read by Joe and open discussion in support of the statement as written• Motion to approve mission statement as written – motion passes by unanimous vote |
| 9:22 – 11:45 | <u>BOD Documents: KS NE Heritage Area Partnership</u> - Joe and Kim <ol style="list-style-type: none">1. <u>By-laws (draft)</u> - read by Joe and reviewed at large<ul style="list-style-type: none">• Action items:<ol style="list-style-type: none">i. Draft articles of incorporationii. Joe will disseminate a list of the bylaws which require a majority vs 2/3 majority votesiii. Create a checks and balances system to manage NHA funds and money dealings; list restrictionsiv. Meet with potential grant funding agencies to discuss specific qualifications for their respective grant applicationsv. Explore possible locations for the Kansas Nebraska Heritage Area Partnership's business address. Willa Cather Foundation will serve as a temporary & current address for NHA offices.• Joe will make all changes and amendments to the bylaws as |

- i. Officers shall be named President, Vice President, Treasurer, and Secretary
 - ii. The Executive Director of the NHA can no longer serve on the board once they begin receiving a salary or pay
 - 1. Consider eliminating compensation verbiage and amend bylaws to include it in future
 - iii. An acting director will be appointed by BOD 2/3 vote if exec director resigns or vacates
 - iv. Officers shall serve 2 year, staggered terms
 - Amend *Vice President* section to reflect the following:
 - i. VP will succeed the President after completion of a 2 year term
 - Amend *Secretary* section to reflect the following:
 - i. Secretary shall retain both hard and electronic copies of meeting minutes to be passed along to successor
 - Amend *Treasurer* section to reflect the following:
 - i. Eliminate entire last paragraph requiring treasurers to be bonded
 - Amend *Addressing a Conflict of Interest* section (d) to reflect the following:
 - i. Change majority to 2/3 majority vote required
 - ii. Recorded votes will specify the quorum and reflect the absence of individuals excused due to a conflict of interest
 - Amend *Reports* section to reflect the following:
 - i. Receipts exceeding \$50,000 will be audited by a CPA
2. Board of Directors Role and Responsibilities (draft) – read by Joe, with the following additions/adjustments made:
- Add mission statement to doc
 - Under *Be an ambassador of good will*, add “Endeavor to educate oneself about the totality of the Heritage Area”
 - Under *Come prepared and ask in advance*, add “Use Google Docs fluently” and “View and review the Partnership’s promotional materials, digital and otherwise”
 - Action item: review and approve finalized doc at next meeting
3. Organizational Chart (draft) – develop further and discuss at a later time

4. Conflict of Interest (draft) – read by Joe, with the following additions/adjustments made:
 - Amend last sentence of second paragraph to read... “ratified by 2/3 majority of the board.”
 - Action item: review and approve finalized doc at next meeting
5. Advisory Board (draft) – read by Kim
 - Ex officio members will be allowed
 - Advisory board members will be required to attend 1 meeting annually
 - The advisory board’s members will serve as ambassadors to the NHA and its mission; their value will be to help promote the NHA and share our message in a meaningful way and provide valuable input.
 - Recommended additions:
 - i. Bryce Crone – president of Crane Trust
 - ii. Angela Bates – new director of Nicodemus NHS
 - iii. Betty Bouray – new director of Heritage Tourism
 - iv. Emily Bennedict – North Central Regional Planning (KS)
 - v. Marci Penner – Sampler Foundation (KS)
 - vi. Merle Illan – Red Cloud
 - vii. Patrick Zollner – Kansas Historical Society
 - viii. Jack Hoffman – resource at KU
 - ix. Walter Echohawk – Pawnee expert & author of *Sea of Grass*
 - x. Explore representation from Nebraska Farm Bureau or Corn Board and NRD
 - Action items: Joe will invite Mark Engler to serve as a non-voting member of the Advisory committee & Kim will write-up the official capacity and purpose of the Advisory Board.
6. Tracking Volunteer Hours
 - Action item: BOD members will log hours in a spreadsheet that will live in the shared Google Doc for the NHA
 - Toggle App is good for keeping track of project hours

11:45 – 11:57

WORKING LUNCH – Jenna conducts role call

11:57 - 12:01

New Board Members – Kim

- Recommendations for additions:
 - Julie Roller
 - Chris Hesler, Nature Conservancy – Aurora
 - Wes Jackson, President of the Land Institute, Salina
 - Kelley Hilliard – Kansas Tourism, Wildlife & Parks Div. & Byways Network (KS)
 - Don Blakesly, trails expert @ Wichita State
 - Mayorsville Group
 - Flint Hills Discovery Center

12:01 – 12:06 **Communication Plan** - Kim and Ad hoc Committee

- Action item: continue to populate networking spreadsheets with contacts

12:06 - 12:35 **Approach to the Feasibility Study**

1. Feasibility Study Approach and Costs – brainstorming discussion led by Kim
 - Pursuing funding via UNL
 - Alliance of national Heritage will become an increasingly important ally
 - What is the best way to curate our information on the assets within the proposed NHA area?
 - a. We can populate an excel spreadsheet with our assets and include links to more information about them
 - b. We can create a Google Doc folder on each NHA theme and include assets associated within with links to more info
 - c. Our official application will use a similar format, linking assets mentioned in the text to sources that expand upon the meaning and significance of the assets that comprise our NHA
 - i. Access software may be a good tool for itemizing/organizing/cataloguing our assets and including layers of information via links
 - Action item: develop promotional marketing materials and a white paper
 - a. Use bullet points to detail our mission statement, board membership, partnerships, and a map of the general NHA area (sans circles) and populate the it with our partnerships and assets
 - b. Explain what an NHA is; how it will be beneficial (cause & benefit); how we plan to fund the project; be transparent and include a summary of next steps – share that we are seeking partners, support, partnerships (encourage self-election), advisory board(s), and institutions to help us in this endeavor
 - Explored similar groups' marketing and design for both inspiration and caution
 - Action item: Luke Mahin will design a draft for a simple logo
 - Action item: Kim, Shaley, & Jenna will form an adhoc committee to populate a KS-NE NHA Partnership Facebook page with copy & media
 - a. Facebook page will serve as a landing page for NHA in lieu of a website

discussed and recorded in the minutes.

- i. Change “chair” and/or “chief exec officer)” to “president” where appropriate throughout document
 - ii. Remove fiscal year language or referencing from the document and replace with “year”
- Amend *Number and Qualifications* section to reflect the following:
 - i. No fewer than 11 Board members
 - ii. The BOD shall have equal representation from Kansas and Nebraska, with one board member serving at large
 - iii. BODs must be residents of Kansas or Nebraska.
Advisory and ex officio board members need not reside in KS or NE
 - Amend *Term Limits* section to reflect the following:
 - i. Terms shall be staggered
 - Amend *Vacancies* section to reflect the following:
 - i. Appointing board members will require a 2/3 majority
 - ii. Add contingency to allow for the extension of an additional 1 year of service for BODs, not to exceed a total of 11 years consecutive service
 - iii. A board member elected to fill a vacancy shall begin their own 5 year term.
 - Amend *Meetings* section to reflect the following:
 - i. The BOD will meet quarterly
 - Amend *Quorum* section to reflect the following:
 - i. The presence of a majority will constitute a quorum
 - Amend *Board Meeting Attendance* section to reflect the following:
 - i. BOD members may miss no more than 1 meeting per year
 - ii. Teleconference attendance is acceptable and will count toward a quorum. Consecutive teleconference attendances by a single BOD member will be considered a violation.
 - iii. Attendees will be counted as present if they attend any part of the meeting, with a reflection of their time spent at the meeting recorded in the minutes
 - Amend *Officers and Duties* section to reflect the following:

- b. Develop a way to collect emails from followers
- Action item: compile list of political influencers that can help us to increase buy-in and clout – Jenna will help Kim to complete NE list
- Explore potential influencers within Kansas Ag & Rural leaders and the Lead Program @ UNL
- Mimic successes of events like Marci Penner’s Big Rural Brainstorm (KS)
 - a. Networking event put on by the Sampler Foundation
 - b. Work to develop the same influence and gravitas Marci holds by spending time on the ground
- Look to Nebraska Community Foundation & DOT for partnership opportunities
- Prioritize going public with our plans to pursue an NHA
- Develop programs like the Nebraska passport program to connect our assets and engage the public
 - a. Action item: form Adhoc committee to research the travel behaviors of people who visit NHAs – Luke, Kyle, Jarod

12:35 – 12:45

Funding Opportunities and Budget

1. Reviewed the Calumet NHA feasibility study to explore potential cost comparisons
 - a. They spent \$100K on their feasibility study and hired 2 consultants
 - i. we’d like to spend about \$30K
 - ii. Largest perceived expenses are the formal report and investment in buy-in
2. Pursue 3 way partnership with UNL – Peter Kewitt Foundation – Dane Hansen Foundation or KS University (investigate Land Grant Universities)
 - i. Action item: Kim to collect data on the cost of other NHA feasibility studies

12:45 - 1:09

Next Steps, Assignments, Closing Comments, Next Meeting

Next meeting will be held at 10:00 AM on Monday, July 15.

Tentative Location: 301 Main St, Courtland, KS 66939

Motion to adjourn – meeting adjourned at 1:09 PM.

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From: [Stein, Christopher E](#)
To: [Morgan, Jason B](#)
Subject: Fw: KS NE Heritage Area Partnership
Date: Wednesday, April 28, 2021 12:27:09 PM

From: Stein, Christopher E <Chris_Stein@nps.gov>
Sent: Monday, July 1, 2019 9:05 AM
To: Franklin Weekley, Rachel <Rachel_Franklin-Weekley@nps.gov>
Cc: Kim Wilson <kwilson4@unl.edu>; Engler, Mark A. <Mark_Engler@nps.gov>
Subject: Re: KS NE Heritage Area Partnership

Thanks Rachel.

Kim - if you need anything, please let me know.

Happy 4th to all of you.

Chris

Sent from my iPhone

On Jul 1, 2019, at 8:56 AM, Franklin Weekley, Rachel <rachel_franklin-weekley@nps.gov> wrote:

Kim --

It looks like the group is gaining momentum and support in both Nebraska and Kansas is expanding -- all good things. Congratulations on all your efforts to get it going and move people toward the same goal!

For the past three years, I have been working with the National Heritage Area program in addition to my regular job and it's now time to return that full time. I've enjoyed working with you on this effort and will be happy to review the feasibility study or provide feedback if that would be helpful. I'll still be here in the Cultural Resources Division in the Midwest Regional Office.

As Chief of the NHA program, Chris Stein will be your contact for the KS NE Heritage Area Partnership. I've copied Chris on this message and he can be reached at (402) 881-1387 or chris_stein@nps.gov.

Thank you, Kim, I wish you all the best,

Rachel.

Rachel Franklin-Weekley, PhD
Historian, History & National Register Program
JACS program, Midwest Region
National Park Service
601 Riverfront Drive
Omaha Nebraska 68102

402-661-1928

On Sun, Jun 30, 2019 at 1:14 PM Kim Wilson <kwilson4@unl.edu> wrote:
Partners,

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Hope everyone is having a great start to their summer.

This is a reminder that our next meeting is scheduled for Monday, July 15th, 10:00 – 2:00 at 301 Main Street, Courtland, KS. I will be working with Joe, Luke, Jenna, and Kelly on the agenda for this meeting. I hope to get the agenda to you one week in advance of the meeting.

I want to thank Jenna for taking excellent meeting minutes. As a reminder, the minutes outline action items to be taken on by the following members.

Joe:

- Make changes to the **Bylaws** as discussed in our meeting and recorded in the minutes
- Finalize Board of **Director's Role and Responsibilities** document
- Finalize **Conflict of Interest** document
- Invite Mark Engler to serve as a non-voting member of the Board

Kim

- Finalize **Advisory Board** purpose, role and responsibility
- Develop **Volunteer Log** spreadsheet to track hours
- Board member candidates – contact Game and Parks for their recommendation; develop bios on potential board members
- Develop first draft **White Paper**
- Collect RFPs from existing NHAs for developing a feasibility study – description and cost
- Develop approach and begin asset documentation
- Refine the communications plan

Luke

- Develop a simple logo

Shaley, Jenna and Kim (ad hoc committee) – *Kim will send out a doodle poll to discuss the facebook page in the next two weeks*

- Develop a Facebook page

Jenna

- Add Nebraska political influencers (Luke completed for Kansas) to the list - https://docs.google.com/spreadsheets/d/1zGC-WTKgwZqNHbDQTCMo40Ukc5tT9j_zbjmsGAISaQ/edit?usp=sharing

Luke, Kyle, and Jarrod (ad hoc committee)

- Research the travel behaviors of people who visit NHAs.

Kim and Ashley

- Explore organizational strategies in addition to the creation of non-profit.

Jarrold, Carol, Roger, and Shaley,

- Fill out **Network HUB Data Sheet** – copy the templet and fill out. https://drive.google.com/drive/folders/103p79y2FeA3ZPKAMxS21vy2Kgv_tTcpc?usp=sharing

Please let me know if you are having difficulty accessing the google document site.

<https://drive.google.com/drive/folders/1GXVn680TWyhIGws3pQnMFAkrlxmc5Osq?usp=sharing>

Best,

Kansas Nebraska Heritage Area Partnership
Board of Directors Meeting

at 301 Main Street, Courtland, KS
Monday, July 15th, 10:00 – 2:00

Meeting Agenda

Blue highlighted/underlined items below are linked to documents for your review

Meeting attendees: Luke Mahin, Jenna Bartja, Jarrod McCartney, Kyle Peterson, Kelly Larson and Kim Wilson

Absent: Joe Black, Shaley George, Ashley Olson, Carol Schlegel, Roger Jasnoch

10:00 – 10:05

Welcome and Additions to the Agenda

Kim - Revision of Meeting Agenda (items removed from agenda) to accommodate a smaller group size)

10:05 - 10:10

Review and Approve 19_05_02 Meeting Minutes - Approved

10:10 – 11:00

BOD Documents: KS NE Heritage Area Partnership - Joe

1. By-laws - Second Draft
2. Board of Directors Role and Responsibilities - Second Draft
3. Organizational Chart - Second Draft
4. Conflict of Interest - Second Draft
5. Next Steps

11:00 - 11:15

Non-Profit Status versus Working with Existing Non-Profits

11:15 - 11:30

New Board Members - Kim

Discussion about proposed Board members:

- Kristin Malik - tourism & economic development planning and expertise
- Event planning background, interested in regional planning initiatives
- Hannah Janda-Jones
Game & Parks - conservation side of planning and strategy
- La Barbara WigfallK State - rural tourism planning expertise, worked with Nicodemus. Understands rural tourism and is experienced at gaining buy-in
- Richard Gould - Concordia - works(ed) for the university (Pawnee Indian Village Museum KSHS). Native American history expert.

ACTION ITEMS:

- Diagram the board and the various persons/members roles and seek additional board members that fill holes in needed expertise - Kelly
- **KS members** - bring CVs for conservationist proposed board members
- Organizational Structure - analyze other NHA organizational structures and decide what kind of structure we would like to form
 - Kim

11:30 - 12:00

Advisory Board Discussion - Kim

- Do we need an advisory board?
What roles would they have in the decision making process?
Advisory board at Willa Cather NOT a good format
Suggest that an advisory board should serve to broaden the NHA's fundraising capacity and additional consultation
- Partners vs advisors - compile partner list of organizations with commitments and investments toward pursuing a feasibility study
- Tool boxes, integrated knowledge, work shops - could all be benefits to potential partners
- Partnerships bring us the assets and the data that we need moving forward, but some type of advisory committee or board may be important for fundraising - doesn't have to be long-term
- Other projects in the state have been successful with advisory boards as key players
- Board will change strategically once we have staff in place to make selections
- Postpone formal discussion until next meeting when we have more attendees
- Partners would pledge to make contributions (not necessarily monetary) to the good of the whole - not a "membership" based organization at this time. This format will allow us to get recognition, buy-in, and collaboration
- Should we allow potential partners that exist outside the proposed boundary of the NHA to join our coalition? Marketing benefits vs grant funding eligibility, etc are questions we need to consider

ACTION ITEM: Kim - propose partnership approach at next meeting

12:00 - 12:30

Communication Plan - Kim

- Materials
 - a. Logo and Tagline Draft
 - Luke shares potential logos - we like the first one which is a box with NE over KS in the box with a white line in the middle and Heritage Area Partnership underneath.
 - We could also use the same box with Heritage Area Partnership to the right
 - Both may be used in different contexts as part of a larger branding scheme

ACTION ITEM - Kim to show some logo iterations!

- Facebook group - Upper Missouri River Area - imitate webpage using Weebly or adapt it to Wordpress

ACTION ITEM:

- Facebook advocacy committee to meet prior to next meeting - Kim, Jenna, Shaylee
- Two-page white paper draft completed for review by August 1st. 0-Kim

- **Engaging Political Officials**

12:30 - 1:00

Feasibility Study - Kim

- Ashley (Willa Cather) likes to write RFPs
- Other RFPs usually cost about \$30,000
- Talk to Jeff Yost (CEO of Nebraska Community Foundation) about 501 c 3 status and see if they will act as an umbrella organization for grants.

1:00 – 1:10

Adhoc Committee Report: NHA Visitor Behavior

Freedom Frontier NHA

- Johnny Szlauderbach - first paid employee of Freedom Frontier NHA, develops grant opportunities for FF NHA
- 60 yrs and older are 75% of people that they monitor within FF NHA
- Most activity is based from their visitor info page linking to the assets within the region
- Secondhand tourism - people visiting as a secondary itinerary

Northern Plains NHA - North Dakota

- Marketing events thru NHA has driven tourism to the NHA
- Create sponsorships for events and activities within the region

ACTION ITEM: Kyle to create a new Google docs folder for NHA user demographics, Red Cloud to add esri data user profiles

ACTION ITEM - Ashley/Red Cloud to request research from new Tourism Campaign - interested in the identified demographics to target

1:10 - 1:50

Work Session and Report Out

1:45 - 2:00

Next Steps and Next BOD Meeting, Date/Time/Place

When is the next meeting and where?

- Willa Cather Foundation - Red Cloud as a centrally location to attract
- Proposed dates - Wednesday, August 21

ACTION ITEMS: -

- Joe - highlight changes to the bylaws and send them out for review prior to next meeting

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- Kelly to create organizational matrix of roles within committee
- Kim & Kelly to lead partnership discussion at next meeting
- Jarrod proposed Red Cloud Proposed brochure swap to allow us to start behaving like an NHA
- Kim to create rough draft of white paper by August 1 and share to Google drive
- Ashley and Kim meet with Jeff Yost.

Motion to adjourn - meeting adjourned 11:50 AM

Lunch at Pinky's and toured the Pawnee Museum - Great Fun!

From: Stein, Christopher E
To: Morgan, Jason B
Subject: Fw: [EXTERNAL] KS NE Heritage Area Partnership Meeting Meetings and August Meeting
Date: Wednesday, April 28, 2021 11:07:53 AM
Attachments: [image001.png](#)
[image002.png](#)
[image005.png](#)
[image006.png](#)

From: Stein, Christopher E <Chris_Stein@nps.gov>
Sent: Wednesday, July 24, 2019 10:04 AM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] KS NE Heritage Area Partnership Meeting Meetings and August Meeting

Glad to hear it! (for the most part). I understand.
All is good here. Enjoy the rest of your summer. Summer is a hard time to get people to act. Tis the season,
Kim.
Chris

On Wed, Jul 24, 2019 at 10:03 AM Kim Wilson <kwilson4@unl.edu> wrote:
Summer is a big push to get everyone to meet and make progress. For the most part I am pleased.
Hope you're doing well.

Best,
Kim

From: "Stein, Christopher" <chris.stein@nps.gov>
Date: Wednesday, July 24, 2019 at 9:32 AM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] KS NE Heritage Area Partnership Meeting Meetings and August Meeting

Kim:

Thank you for sharing your good progress with me. Are you pleased with how things are transpiring?

Chris

On Tue, Jul 23, 2019 at 1:51 PM Kim Wilson <kwilson4@unl.edu> wrote:

Partners,

We had a productive BOD meeting in Courtland last week. Please click on the following link to review the meeting minutes:
<https://docs.google.com/document/d/14ZIHhUnwiwhxP1GRmIIROxkMJcwXjtjB-gf1thChvSA/edit?usp=sharing>

Our next BOD meeting is scheduled for Wednesday, August 21st, at the Willa Cather Foundation, Red Cloud NE from 10:00 – 2:00 (time to be confirmed by Jarrod).

So we can continue to make strides towards an operational board, the following action items have been identified for our next meeting:

- Joe - highlight changes to the bylaws and send them out for review prior to next meeting
- Kelly to create organizational matrix of roles among our BOD

- Kim & Kelly to lead partnership discussion at next meeting
- Shaley, Kim and Jenna work on the Facebook layout
- Kim to develop logo iterations
- Luke to bring CV for conservationalist board member from Kansas
- Jarrod proposed Red Cloud itinerary brochure swap to allow us to start acting like an NHA
- Kim to create rough draft of white paper by August 1 and share to Google drive
- Ashley and Kim meet with Jeff Yost to discuss NCF becoming an umbrella organizing for funding
- Executive Committee develop August meeting agenda

Please email me with questions or concerns. And respond only if you cannot make the August 21st meeting.

Thank you,
Kim

Official Meeting Minutes

Kansas Nebraska Heritage Area Partnership

Board of Directors Meeting

The National Willa Cather Center

Red Cloud Opera House, 411 North Webster Street, Red Cloud, NE

Wednesday, August 21st, 9:00 – 2:00

Attendees: Joe Black, Shaley George, Jarrod McCartney, Ashley Olson, Dena Beck, Kyle Peterson, Carol Schleigel, Kelly Larson, Jenna Bartja, Luke Mahin, & Kim Wilson

9:00 – 9:10 **Welcome and Changes to the Agenda – Joe**
Meeting opens with introductions
Joe gives overview of changes that were made to the BOD documents
Action item: add whistle blower doc

9:10 - 9:15 **Review and Move to Approve [19_07_15 Meeting Minutes](#)**

Kim gives overview of agenda

Meeting minutes from July 15 approved – all in favor, one abstention (Joe)

9:15 - 10:10 **First Step: Feasibility Study – Kim**
1. [Feasibility Study Approach](#) and Cost

Do we include Lancaster, Otoe, and Lincoln counties in the feasibility study area or do we add them to the NHA at a later date?

Continue to recruit partners and encourage public involvement and buy-in and see what materializes
2. [Asset Documentation](#)

Nearly 300 assets within the proposed study area have been catalogued by one of Kim's students

Action item: review and input additional, geographically appropriate assets

Action item: extrapolate emerging themes and share asset inventory with NPS to get input on theme development

3. [Review Ex. National Heritage Area Request for Proposals](#)

Using other NHA feasibility studies as a template for our own, we can begin to piece together the components that we have completed already and explore hiring a consultant to complete the remainder of the needed components

Action Item: FS Task Force (Joe, Kim, Ashley, Kyle)

1. Analyze existing data/asset catalogue and determine what additional information is needed to complete FS
 2. Develop an approach/framework/alternatives to complete FS
 3. Produce a scope of work and RFP
 4. Explore potential consultants for hire
4. [Funding Opportunities and Umbrella Organizations](#)

Potential Funding Sources: Peter Kewitt Foundation (grant deadlines approaching in October & January), NE Environmental Trust, Dane Hansen Foundation (monthly grant applications), Blackhills (formerly Kinder-Morgan of Houston), Conagra, Economic Development - Tourism Development Initiatives grants, NE Tourism marketing grants (yearly deadline early December), private donors

Use Dane Hansen as seed money and Peter Kewitt as finisher

Action item: Funding Task Force (Luke, Kelly, Shayley, Jarrod/Ashley)

1. Get the word out by creating awareness & dispersing our white paper
2. Analyze potential economic impact - project potential ROI vs initial investment in NHA – Jarrod to explore funding for this thru Willa Cather’s existing contracts. NPS website has economic impact studies for NHA regions linked
3. KS folks meet with Betsy to introduce NHA to Dane Hansen, explore additional sources – Community Foundation Cloud Co
4. Intro to PKF in October

10:10 - 11:00

Kansas and Nebraska Umbrella Organizations - Ashley

- [The Nebraska Community Foundation](#) - Dena Beck, Affiliated Fund Development Coordinator | Minden, NE
- Becoming an Affiliated Fund: [Fund Agreement Template](#)

KS-NE-HAP can open an affiliate fund with NE Community Foundation until it becomes a nonprofit

Affiliate fund creation takes 2 weeks on average - \$3,000 needed for initial affiliate fund creation - \$300 from each board member can bring us to our goal

Action item: compile list of existing in-kind contributions to the KS-NE-HAP

Action item: approach each county, CVB, and individual assets/partners included in the proposed NHA region to seek contributions for initial funding

Action item: vote at next meeting whether to move forward by creating an affiliate fund with NE Community Foundation

11:00 - 12:00 **Communication Plan** - Kim

Materials

a. White Paper Draft

White paper is a high-level priority

Intro should capture the BIG idea and draw people in – capture the opportunity, potential, and how it can/will re-instill a pride of place

Body should explain the positive impact that an NHA can have: how it can help the region to overcome challenges, inspire grassroots initiatives, create bold partnerships, jointly market assets, build foundations/infrastructure, and revitalize communities

Action item: Carol will draft white paper and post in Google Docs Communication folder

b. Logo Alternatives

Board likes the dotted line logo in gray

Action item: Kim will polish and produce a series of logos appropriate for various media platforms

c. Facebook Page

Action item: Jenna & Kim will work on building Facebook page & Instagram account

d. Engaging Political Officials

White paper needed to go forth with a cohesive message when approaching potential partners and funding avenues --> committee members approach entities within their realm of influence

12:00 - 12:30 **LUNCH and TOUR** - Ashley

12:30 - 1:00 **BOD Documents: KS NE Heritage Area Partnership** - Joe

1. By-laws - Second Draft

Action item: vote to adopt bylaws at next meeting

2. Board of Directors Role and Responsibilities - Second Draft

The BOD docs can be changed at anytime prior to becoming a nonprofit

3. Organizational Chart - Second Draft

Attending committee members filled out their specialties or experience on Kelly's org chart

General consensus is that there is still a lack of representation from environmental/conservation groups and agriculture/farmer organizations

4. Conflict of Interest - Second Draft

1:00 - 1:30 **New Board Members** - Kim and Kelly

Advisory Board Discussion – Kelly

Further discussion on the pros/cons of creating an advisory board

Action Item: Kim will create a doc that details the structure and purpose of an advisory board for the NHA

1:30 – 1:32 **Next Steps and Next BOD Meeting,**

Tuesday, September 24th, Location TBD; 10:30 - 2:30

Next meeting will be hosted in McCook – location and date TBA

Meeting adjourned at 1:32 PM

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Our next board meeting will be in McCook on September 24th, 10:30 – 2:30. Agenda and meeting location will follow.

So we can continue to make strides forward, the following action items have been identified for our next meeting:

- Review asset inventory with NPS (Rachel) to get input on theme development – Kim
- NHA Feasibility Study (FS) Task Force (Joe, Kim, Ashley and Kyle) to:
 - Analyze existing data/asset catalogue and determine what additional information is needed to complete FS
 - Develop an approach/framework/alternatives to complete
 - Produce a scope of work and RFP
 - Explore potential consultants
- Funding Task Force (Luke, Kelly, Shaley, Jarrod/Ashley) - Analyze potential economic impact - project potential ROI vs initial investment in NHA – Jarrod to explore funding thru Willa Cather's existing contracts. KS folks meet with Betsy to introduce NHA to Dane Hansen, explore additional sources – Community Foundation, Cloud County.
- Compile a list of in-kind contributions to the KS NE HA effort, including UNL student work, steering committee meetings and current board activities – Kim
- White paper draft – Carol
- Logo – polish draft and develop applications for letter head and facebook – Kim
- Facebook – develop outline – Jenna and Kim
- Finalize by-laws, roles and responsibilities, conflict of interest docs. – Joe
- Board meeting agenda for 09_24_19 – initiated by Kim and finalized by executive committee

Please email me with questions or concerns. I look forward to seeing you all in McCook!

Thank you,
Kim

From: Kim Wilson <kwilson4@unl.edu>
Date: Tuesday, July 23, 2019 at 1:48 PM
To: "Bartja, Jenna" <Jenna.Bartja@nebraska.gov>, Luke Mahin <rccd@nckcn.com>, Jarrod McCartney <jmccartney@redcloudnebraska.com>, Ashley Olson <aolson@willacather.org>, "Engler, Mark" <mark_engler@nps.gov>, Joe Black <jblack@stuhmuseum.org>, "lcedfdirector@outlook.com" <lcedfdirector@outlook.com>, "info@orphantraindepot.org" <info@orphantraindepot.org>, "mchistorical@yahoo.com" <mchistorical@yahoo.com>, "carol@visitmccook.com"

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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: [EXTERNAL] Reminder: KS NE HAP Board Meeting, Tuesday, September 24th, 10:30 - 2:30
Date: Wednesday, April 28, 2021 11:07:36 AM

From: Stein, Christopher E <Chris_Stein@nps.gov>
Sent: Thursday, September 19, 2019 11:59 AM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] Reminder: KS NE HAP Board Meeting, Tuesday, September 24th, 10:30 - 2:30

Thank you for letting me know.
Chris

On Thu, Sep 19, 2019 at 11:52 AM Kim Wilson <kwilson4@unl.edu> wrote:
Thanks Chris. Yes, Rachel told me you back on the NHA projects. Although she said she is available to review our asset inventory and themes.
We have an umbrella organization that will support us as we seek funding for our feasibility study from local stakeholders and non-profits.
Things continue to move forward.

Best,
Kim

From: "Stein, Christopher" <chris_stein@nps.gov>
Date: Thursday, September 19, 2019 at 11:27 AM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] Reminder: KS NE HAP Board Meeting, Tuesday, September 24th, 10:30 - 2:30

Kim:

It's so great to hear that you're "rockin'" with your effort.
Do you know that Rachel Franklin-Weekley is no longer working on NHA things?
That means that I'm your guy if you need any assistance. Just wanted to make sure you know.

Chris

Christopher E. Stein
Chief, Heritage Areas and...
Large Landscape Initiatives (working title)
National Park Service Midwest Region
(402) 881-1387

Kansas Nebraska Heritage Area Partnership
Board of Directors Meeting

Keystone Business Center, 402 Norris Avenue (3rd floor), McCook, Nebraska
Tuesday, September 24, 10:30 – 2:30

Attendees: Kim Wilson, Jarrod McCartney, Joe Black, Roger Jasnoch, Carol Schlegel, Luke Mahin, Kelly Larson, Jenna Bartja
Absent: Ashley Olson, Kyle Peterson, Shaley George, Mark Engler

Meeting Minutes

Blue highlighted/underlined items below are linked to documents for your review; red minutes; green action items.

10:30 – 10:35

Welcome and Changes to the Agenda – Joe

Joe - meeting is open to the public for comment,

10:35 - 10:45

Review and Move to Approve [19_08_21 Meeting Minutes](#)

Move to approve meeting minutes from 8/21/19 - so moved - approved

10:45 - 11:15

BOD Documents: KS NE Heritage Area Partnership - Joe

1. [By-laws – Approval](#)

Bylaws review and approval

motion to adopt nonprofit bylaws with adoption date input- so moved, seconded by Carol - all in favor

2. [Board of Directors Role and Responsibilities – Approval](#)

Board of directors roles and responsibilities review and approval

motion to adopt with adoption date input - so moved, Carol seconded - all in favor

3. [Organizational Chart – Approval](#)

Org Chart review and approval

Motion to approve (Joe), Kelly seconded, discussion - Kim recommended tabling the discussion until org chart complete - motion rescinded by Joe

4. [Conflict of Interest – Approval](#)

Conflict of Interest doc review and approval

Motion to adopt with adoption date input - Roger seconded - all in favor

5. **Next Step**

Becoming a nonprofit, we will need to file with the Secretary of State, IRS, and State of Nebraska.

If we need to file in Kansas as well, there may be a different process. Time frame - approximately 3-6 months. Kim recommends that we file in Kansas at the same time.

Action item: Kelly will investigate process in Kansas and report back at next meeting

Action item: Joe will add process to Google drive to share with committee

Action item: signing of the documents at the next meeting, agenda item.

Kim brings up the point that we have not identified a treasurer to serve on the exec board, and that we will need one for our future nonprofit.
We also need a mailing address.

11:15 - 11:30

KS NE HAP Umbrella Organizations - [The Nebraska Community Foundation](#) - Ashley

Will creating an affiliate fund exhaust our nest egg funds in monthly fees?

Kim - communication plan needs to be in full swing, prepared for launch upon becoming affiliated.

Jarrod - going thru NCF will get additional support thru their other affiliate funds due to the respect and notoriety of NCF.

Kim - potentially apply for the affiliate in November? Can they accept the fund agreement without the funds? Is there any advantage to having it this year instead of next?

NCF rep Denise Garry joined the meeting to advise us - you cannot become an affiliate without the corresponding funds. NCF can be a huge asset in developing a relationship with Dane Hansen foundation thru existing ties.

Kim - timing is everything, we need to time our affiliate creation in line with our preparedness to contract a feasibility study, but NCF gives us credibility, so it is worth the \$50/month fee perhaps for that. The money aspect gives it a sense of urgency.

October 16 or 17 - Kansas folks have a meeting with Betsy Johnson that can communicate our intent to apply for Dane Hansen funds and discuss NCF as an umbrella organization.

Do we need to have a Kansas version of the NCF to hold Dane Hansen funds?? Does the application need to come from a regional planning committee?

NCF rep Denise Garry - best course: create an NCF affiliated fund and have the representative from NCF meet with existing ties at Dane Hansen when pursuing grant monies.

Diane Wilson & Terri Davis (?) both process grant applications for affiliate funds with NCF. Time frame depends on advanced work. All grant applications from KNHAP have to go thru NCF. They expect strong relationships and champions on the side of the grants to applicator with the grantee because of the workload.

Action Item: Jarrod will attend the NCF training on November 14 - networking opportunity.

- [Fund Agreement](#) Draft Application - Approval
- Contribution of BOD members

General comfort to up the recommended BOD contribution to \$500 each.

Delay creating the affiliate fund until we have more buy-in, have completed more action items (polished white paper, facebook page, partnerships, etc)?

Set deadlines for action items and financial commitments (between \$300 & \$500) - speaking in terms of pledges, present board members are committed.

Action item: Kim - develop in-kind contributions from committee members time.

Discussion around what is needed to move forward: a timeline for funding, longer-term funding strategy, assignments to committee members for: white paper, pledge form, newsletter (update to potential partners), parter meeting in February as an update, Facebook page, components of FS, the role of consultant/funding, conversations with political officials. Assignments should have a February deadline prior to the Partner meeting.

Reviews what is in place to date: Board of Directors (NHA Committee), Bylaws for nonprofit, probable affiliate fund, pledge of money from sitting committee members, white paper draft, data collected for the feasibility study (asset documentation).

11:30 - 12:30

WORKING LUNCH - Communication Plan – Kim

Action Item: Jenna bring Jarrod \$10 & Kim \$15 for lunch money owed.

1. Materials

a. White Paper Draft – Carol

Carol did a great job with her approach. Discussion around the size of the paper, folding strategy, web and email adaption and so on.

Action item: Kim to polish White paper.

Remove Golden Plains from the title. The rest is good information in a good order, use Big Sky's NHA website as a resource to help our white paper along. Add link to NHA NPS website; add board of director titles; remove reference to NCF until we are officially affiliated; add *what an NHA isn't* section; add how to connect with us; add an official mailing address; purchase domain? Set-up a Gmail account.

b. Application of Logo Kim

Business cards: application of the logo was well received. Need to select a more subtle blue. Letterhead: order of names on the right looked good.

Action item: address for the organization

c. Facebook Page – Jenna

- [Bio and Pics](#)
- [Asset Images](#)
- [Report Graphics](#)

Action item: Jenna to create FB page by October 16.

About page will include mission statement & white paper info. Album for board members & bios. Post notes (blog format) to include white paper. Add banner images of prairie landscape. Make profile photo logo.

We have been granted permission to use photos from kshs.org. Additional Photo recommendations: Indian Village, Landscapes NE & KS, Flint Hills, Cather Foundation, Homestead Nat Monument, Cranes

Action item: Board members should each submit 6 photos from their region or of their region's assets (approx. 2 photos for each of the six themes listed on white paper, historical image).

d. Partners - Kim

- Announcement
- Monthly updates

1. Plan for Engaging Political Officials - Kim

Action item: develop outreach strategy.

Joe & Jarrod - Nebraska

Luke & Kelly - Kansas

12:30 - 1:00

Funding Task Force - Luke, Kelly, Shaley, Jarrod/Ashley

Funding task force - meeting with Betsy Johnson (of Dane Hansen Foundation) coming up in October. Kelly listed out counties/potential partners, and hypothetical amounts of in-kind contributions.

Action Item: each committee member look thru funding opportunity doc and add to it at will.

1:00 - 1:30

Feasibility Study - Kim, Joe, and Ashley

1. [Feasibility Study Approach](#)

Action Item: Feasibility Study Assignments - each member asked to read the linked docs, submit answers to the questions in an essay format and submit via google drive.

Step 2 - Public Involvement Strategy - Kim & Jarrod & Luke

Step 3 -Determination of the Region's Contribution - Joe & Ashley & Shaley

Step 4 - Natural & Cultural Resources - Kelly & Jenna & Kyle

Step 5 - Management Alternatives - Roger & Carol

Submit assignments to Google Drive -> 04 (red) -> feasibility study -> developing the RFP (red).

1:30 - 1:45

Nomination New Board Members - Kim

Partnerships Composition – Kelly

Review of past recommendations of potential Board Members.

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Kristin Malik – proposed at large board member due to history/ties to Kansas State & UNL.

Action items: Kyle to recruit 2 KS ppl Marysville & Salina & Jarrod to recruit 1 from Norton.
Kim to onboard Kristin, invite her to the next meeting.

1:45 - 2:00

Next Steps and Next BOD Meeting,

Wednesday, October 30th or Thursday, October 31st, Stuhr Museum, 10:00 - 2:00

Next meeting to be held at Stuhr Museum, October 31, 10am – 2pm

Joe- motion to adjourn – so moved, all in favor. Meeting adjourned at 2:40 pm.

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From: Stein, Christopher E
To: Morgan, Jason R
Subject: Fw: KS NE Heritage Area Partnership 19_10_16 Meeting Minutes and Action Items
Date: Wednesday, April 28, 2021 10:52:58 AM
Attachments: KNHAP MeetingMinutes 9.24.19 (1).docx
 01_Assignment_Feasibility Study and RFP Development.docx

From: Kim Wilson <kwilson4@unl.edu>
Sent: Sunday, September 29, 2019 10:40 AM
To: Kelly Larson <icedfdirector@outlook.com>; Bartja, Jenna <Jenna.Bartja@nebraska.gov>; Luke Mahin <raced@nckn.com>; Jarrod McCartney <jmccartney@redcloudnebraska.com>; Ashley Olson <aolson@willacather.org>; Engler, Mark A. <Mark_Engler@nps.gov>; Joe Black <jblack@stuhrmuseum.org>; info@orphantraindepot.org <info@orphantraindepot.org>; mchistorical@yahoo.com <mchistorical@yahoo.com>; carol@visitmccook.com <carol@visitmccook.com>; rjasnoch@visitKearney.org <rjasnoch@visitKearney.org>
Cc: Stein, Christopher E <Chris_Stein@nps.gov>
Subject: [EXTERNAL] KS NE Heritage Area Partnership 19_10_16 Meeting Minutes and Action Items

Dear Board Members,

Thanks to Jenna, attached is the September Board Meeting Minutes. You can also access this document through the following link:
<https://docs.google.com/document/d/1jQNYcmlUrnZyiAdRDAZ3Sf6UJGK14JESxu-doKCqPe0/edit?usp=sharing>.

The next BOD meeting is scheduled for **Thursday, October 31st, 10:00 – 2:00 at Stuhr Museum.** Ashley, Kyle and Shaley, please let me know if this date doesn't work and we will look for another.

Below are the action item assignments agreed to during the BOD meeting. These are also listed in the meeting minutes.

1. BOD Documents and Incorporation

- a. **Joe** - to finalize the organizational chart; final documents will be signed at next BOD.
- b. **Kelly** - to investigate Kansas incorporation process and report back at next meeting
- c. **Everyone** – to sign the documents at the next meeting, agenda item.

2. NCF Umbrella Organization

- a. **Jarrod** - will attend the NCF training on November 14 - networking opportunity.
- b. **Kim** –organization address, Gmail, .com, or .org account

3. Funding

- a. **Kim** – to develop a way to track in-kind hours including mileage, food, time and so on.
- b. **Everyone** – look through the funding strategy document and add potential funders
https://docs.google.com/spreadsheets/d/1ilOqMO1EInUJvlqy_f9T4LDIM-ITFMSRzIoNou0evHE/edit?usp=sharing

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4. **White Paper**

- a. **Carol** – send Kim InDesign Document with all links (box might work best)
- b. **Kim** – refine the white paper text, format, and so on.

5. **Facebook Page**

- a. **Jenna** - to create FB page by October 16.
- b. **Everyone** –
 - i. to submit 6 photos from their region or of their region's assets (approx. 2 photos for each of the six themes listed on white paper, historical image) on https://drive.google.com/drive/folders/1rVbQhSh66A71xPtLTmjofy_BOFPewAg?usp=sharing
 - ii. to submit BIO and PIC on https://drive.google.com/drive/folders/1rVbQhSh66A71xPtLTmjofy_BOFPewAg?usp=sharing

6. **Outreach Strategy**

- a. **Joe, Jarrod** – to develop approach, Nebraska political officials
- b. **Luke, Kelly** – to develop approach, Kansas political officials

7. **Feasibility Study Assignment** – assignment is attached and can be found at:

<https://docs.google.com/document/d/13JXHUQWZDYA3jq2kH1XiBUG1xoLquCIA3d9pDiukzpf/edit?usp=sharing>

- a. Feasibility Study Assignments - each member asked to read the linked docs, submit answers to the questions in an essay/bulleted format and submit via google drive.
 - i. **Kim & Jarrod & Luke** - Step 2 - Public Involvement Strategy
 - ii. **Joe & Ashley & Shaley** - Step 3 -Determination of the Region's Contribution
 - iii. **Kelly & Jenna & Kyle** - Step 4 - Natural & Cultural Resources
 - iv. **Roger & Carol** - Step 5 - Management AlternativesSubmit assignments to Google Drive -> 04 (red) -> feasibility study -> developing the RFP (red).
- b. **Kim** – upload material collected over the past four years to the appropriate step.
- c. **Kim** – talk with The Big Sky NHA about their RFP – length, cost, process and so on.

8. **Board Membership**

- a. **Luke** - to recruit 2 KS ppl Marysville & Salina
- b. **Jarrod**- to recruit 1 from Norton.
- c. **Kim** – to onboard Kristen

Please let me know if I've missed or mis-communicated any items or tasks. And if you are having difficulty access these google docs or our files.

Please send me agenda items a week prior to our next meeting.

Thanks again for your commitment to this initiative. We've come a long way!

Best always,
Kim

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Kansas Nebraska Heritage Area Partnership
Board of Directors Meeting

Stuhr Museum of the Prairie Pioneer, Grand Island, NE
Thursday, October 31, 2019, 10:00 - 2:00

Attendees: Kim Wilson, Kristin Malek, Joe Black, Roger Jasnoch, Jenna Bartja, Ashley Olson, Kyle Peterson, Luke Mahin

10:00 – 10:05

Welcome and Changes to the Agenda

Joe called the meeting to order and welcomed everyone
Joe added an agenda item > his resignation from the BOR (currently the president); lacked the time needed to move this initiative forward. Fully supports the success of KNHAP.

Action Item: Discuss new leadership and identify one additional member (Governance Committee)

10:05 - 10:10

Review to Approve [19_09_24 Meeting Minutes](#)

Joe moved to approve and the meeting minutes were approved unanimously

10:10 - 10:30

Introduction of New Board Members (link to Resume)

Luke introduced [Sue Stringer \(not in attendance\)](#) - Manager, Byways & Agritourism Manager, KS Department of Wildlife, Parks & Tourism (unable to attend); KS member

Action Item: Luke will follow up with Sue

Kim introduced [Kristin Malek](#) - Assistant Professor, University of Nebraska-Lincoln, Rural Tourism (attended); our at-large member.

10:30 - 10:50

BOD Documents: KS NE Heritage Area Partnership

Joe introduced the second reading of the incorporation document. Joe asked about changes to the doc.

- Kristin asked about and Joe confirmed that the name of the organization can change.
- Joe moved to accept By-laws, Conflict of interest, and Board of Directors Role and Responsibility documents.
- Kristin questioned the need for BOD Role and Responsibility considering this information is in the by-laws. The board members agree this document is a support document, for reference only.
- Joe amended the motion to remove the Role and Responsibility doc; Kim seconded the motion; all approved.
- Attending members signed both the by-law and conflict of interest doc.
- Revise BOD documents annually.

Action Item: Kim will contact those not in attendance to sign and send the documents.

Create a digital archive of the documents on the google drive.

1

11:10 - 11:30

KS NE HAP Umbrella Organizations Update -

Kim - provided an overview feasibility study cost based on the experience of the [Big Sky National Heritage](#) (BSNHA). Cost of their feasibility study was \$50,000. Suggestion: during our next meeting we have a zoom call with BSNHA chairperson, Jane Weber, to answer questions about their FS process and organization.

Action Item: Kim to invite Jane Weber to our next board meeting via zoom.

• **Dane Hansen Foundation (DHF) Discussion -**

Luke - met with Betsy Wearing, Dana Hansen representative. DHF would prefer the funding to go to an in-state benefactor. Reposition funding a feasibility study as a way to contribute towards achieving economic development. To seek DH funding will need a Feasibility Study bid/contract, demonstrate community support and some funding in place prior to applying.

Will need to seek affiliate funding from both KS and NE.

North Central Regional Planning Commission versus Salina Community Development Foundation.

• **[The Nebraska Community Foundation](#)**

Kim - NCF seems to micro-manage grant applications and may slow our process down but add credibility to our grant submissions.

The conversation shifted back to a committee to structure to drive BOD work efforts. The following committees were discussed and membership decided based on equal distribution of members (3 each) and representation from both states:

1. Finance: Ashley (NE), Kyle (KS), and Sue (KS)
2. Marketing: Kristin (at-large), Jenna (NE), and Luke (KS)
3. Governance: Kelly (KS), Roger (NE), and Carol (NE)
4. Fundraising: Shaley (KS), Jarrod (NE), New Member (KS or NE)
5. Ad Hoc Committee, Feasibility Study: Kim and other members, TBD

Discussion next focused on what each committee would focus on:

1. Finance: Develop a budget based on other Non-profits, what we expect would be our yearly costs.
2. Marketing: Whitepaper, FB page, communications strategies, events,
3. Governance: by-laws, filing non-profit status, membership, leadership, board development, partner role and responsibility
4. Fundraising - grants and donations

Action Items: Kim will develop a more comprehensive description of each committee's role and responsibility.

Committees will meet, select a chair and develop a plan of action, timeline and first steps.

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BOD total number of members and composition discussion:

- Joe - the by-laws allow for 15 BODs; currently there are 11 including Sue and Kristin, but not Kim.
- Kim - suggested an agriculture representative
- Joe - suggested LEAD organization
- Luke - KARL, Kansas version of LEAD
- Kim - suggested Farmer Bureau representative, Bruce Rieker, VP for Gov. Relations
- Jenna - suggested Game and Parks representative, Roger Kuhn
- Kim - suggested Game and Parks, Hannah Janda-Jones, Assistant Division Administrator of Planning at the Nebraska Game and Parks Commission
- Joe - suggested Cattlemen's Ball organizer
- Ashley - suggested USDA Rural Development - Kearney Office – Kelley Messenger
- Kyle - suggested FFA Offices
- Ashley - proposed to engage ag stakeholders as part of the feasibility study process and not include members on our board at this point in time.
- Kyle - more board members engaged in grant and fundraising focused
- Kim proposed a committee format consisting of the following four committees - Governance, Finance, Funding, and Marketing. BOD equally distributed across committees. Three BOD/committee = 12 total BODs. This would require two more board members.
- Kristin - in response to Kim's suggestion, proposed narrowing our search based on gaps in committee assignments.
- Joe - committees are structured to complete tasks and ensure progress is made every month. Non board members can participate as AD Hoc Committee members.

10:50 - 11:10

Incorporation Process

Kansas Incorporation Process - Kelly

Kelly (via email) - looked into whether our organization needs to incorporate in Kansas or not. The simple answer is yes. If we want our primary entity to be in NE, then for KS we will need to file as a foreign corporation with the KS Secretary of State (KSOS). We must:

- Submit Form FA:
https://www.sos.ks.gov/forms/business_services/FA.pdf
- Submit a filing fee of \$115
- Include our NE entity's 'certificate of good standing' or 'certificate of existence'
- Have a Kansas registered agent and address
- File annual reports with the KSOS (currently \$40/year)

Nebraska Incorporation Process - Joe

Joe - we will need to file in both KS and NE and the process is similar to what Kelly outlined.

2

11:30 - 12:15

Communication and Outreach Plan - Kim

• Materials

◦ White Paper Draft - Kim

White paper will be developed by the Marketing Committee.

Recommendations for the new and improved white paper:

less text but should include what is a NHA, what it's not and benefits; our audience is elected officials, potential partners and stakeholders; remove themes; include our national story; better images; consider size; maybe it should be a two-page 'white' paper and not a marketing piece.

Action Item: Marketing Committee develop the messaging strategy and products.

◦ Facebook Page - Jenna

Facebook editing capability assigned to Jenna, Kristin, Luke, and Kim.

Kim - suggested we consider using Instagram and/or Twitter eventually

Action item: Marketing Committee takes over this task.

4. Partners and Yearly Event (January/February 2020) -

Ashley - the event is a way to introduce ourselves to our partners and stakeholders.

Kyle - The event should be held in Red Cloud (center of the region)

Joe - The event will be an annual meeting for our org. where we invite input, provide updates, etc, and celebrate our accomplishments. Need to develop the white paper and connect with our elected officials prior to the event.

Roger - it will take us a year to achieve non-profit status.

12:15 - 12:30

WORKING LUNCH

12:30 - 1:45

Feasibility Study - Feasibility Study Approach

1. Big Sky National Heritage Area Feasibility Study Report - Kim

See discussion under Umbrella Organization

Did not discuss; expect these items to fall under committee tasks

2. Step 2 - Public Involvement Strategy - Jarrod, Luke and Kim

3. Step 3 - Determination of the Region's Contribution - Ashley, Shaley, and Joe

4. Step 4 - Natural & Cultural Resources - Kelly, Jenna, and Kyle

5. Step 5 - Management Alternatives - Roger and Carol

6. Next Steps - Discussion and Assignments

1:45 - 2:00

Next Steps and BOD Meeting

Regular monthly meetings with rotating locations

Next meeting - December 10th in Lincoln 10:00 - 2:00, location TBD

Committees should meet between now and the December 10th meeting.

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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: KS NE Heritage Area Partnership BOD Meeting Minutes, BOD Committee Structure and Next Steps
Date: Wednesday, April 28, 2021 10:52:23 AM

From: Kim Wilson <kwilson4@unl.edu>
Sent: Sunday, November 10, 2019 3:05 PM
To: Kelly Larson <lcedfdirector@outlook.com>; Bartja, Jenna <Jenna.Bartja@nebraska.gov>; Luke Mahin <rced@nckn.com>; Jarrod McCartney <jmccartney@redcloudnebraska.com>; Ashley Olson <aolson@willacather.org>; Engler, Mark A. <Mark_Engler@nps.gov>; info@orphantraindepot.org <info@orphantraindepot.org>; mchistorical@yahoo.com <mchistorical@yahoo.com>; carol@visitmccook.com <carol@visitmccook.com>; rjasnoch@visitKearney.org <rjasnoch@visitKearney.org>; Kristin Malek <drkevents@unl.edu>; Sue.Stringer@KS.GOV <Sue.Stringer@KS.GOV>
Cc: Stein, Christopher E <Chris_Stein@nps.gov>
Subject: [EXTERNAL] KS NE Heritage Area Partnership BOD Meeting Minutes, BOD Committee Structure and Next Steps

Dear Board Members,

The October 31st BOD meeting minutes can be found at: <https://docs.google.com/document/d/1p3iSju2r-VgUBpnsxspbbJ5pXQckm55aHFoFRMOrB4Y/edit?usp=sharing>.

The next BOD meeting is scheduled for December 10th in Lincoln, 10:00 – 2:00, location TBD.

During our meeting, we agreed to organize the BOD's work around four standing committees and one Ad Hoc committee, with the following committee members:

1. Governance: Kelly (KS), Roger (NE), and Carol (NE)
2. Finance: Ashley (NE), Kyle (KS), and Sue (KS)
3. Fundraising: Shaley (KS), Jarrod (NE), New Member (KS or NE)
4. Marketing and Communications: Kristin (at-large), Jenna (NE), and Luke (KS)
5. Ad Hoc Committee, Feasibility Study: Kim (NE) and other BOD members, TBD

ACTION ITEM:

Each committee should meet at least once before our next BOD meeting and accomplish the following:

1. Select a committee chair;
2. Review and edit **role and responsibilities document***;
3. Review what has been accomplished thus far;
4. Outline a work plan 2020 and determine the next steps;
5. Begin working on the plan; and
6. Develop a report for the next BOD meeting

* On google drive is a **draft document** describing the role and responsibilities of each committee; see: <https://docs.google.com/document/d/1x17AeX3BcWjh3--3MsZqZEW0E0WGC6N6aC5Q5qq8Ic/edit?usp=sharing>.

Please include me in your committee meeting so I can coordinate across committees and set the next BOD meeting agenda.

Thanks,
Kim

Kansas Nebraska Heritage Area Partnership
Board of Directors Meeting

NE Tourism Commission Conference Room, 301 Centennial Mall South, 1st Floor
Tuesday, December 10, 10:00 - 2:00

Meeting Agenda

Blue highlighted/underlined items below are linked to documents for your convenience.

- 10:00 – 10:05 **Welcome and Changes to the Agenda** - Kim
- 10:05 - 10:10 **Review to Approve** [9_31_19 BOD Meeting Minutes](#)
- 10:10 - 10:15 **Introduction of New Board Member**
[Sue Stringer](#) - Manager, Byways & Agritourism Manager, KS Department of Wildlife, Parks & Tourism
- 10:15 - 10:30 **[Review the Strategic Plan Draft](#) and [Committee Responsibilities](#)** - Kim
Committee Reports and Discussion
- 10:30 - 11:30 **Governance Committee** - Chair, Carol Schlegel
1. [Bylaw Update](#) - Carol
 - a. Recommend change in structure
 - i. Approval of Co-Chairs
 - ii. Approval of Treasurer, Chair of the Finance Committee
 - b. Recommend Executive Committee composition -
 - c. Attendance at meetings - number of meetings, attend digitally
 - d. Reporting 2019
 - e. Next steps
 2. [Board membership and terms](#)
 3. Propose new member(s) - Kelly
 4. Meetings - Starting January 2020, meet the 4th Wednesday every other month (discuss), one meeting digitally - Carol
 5. How to become a Non-Profit - Discussion
 - a. **Approach One** - Kansas Preservation Alliance, KS and Cather Foundation NE umbrella organizations with a time limit of 24 months; move towards establishing Non-Profit status within 24 months
 - b. **Approach Two** - Greater Salina Community Foundation and the Nebraska Community Foundation Affiliates with a time limit of 24 months; move towards establishing Non-Profit status within 24 months
- 11:30 - 12:00 **WORKING LUNCH: Conversation with Jane Weber**, Chair, Big Sky National Heritage Area

- 12:00 - 12:30 **Finance Committee** - Chair, Kyle Peterson
1. [Finance Template reviewed](#)
 2. Recommend the BOD consider a D and O insurance policy once the formation of our organization is legitimized by the filing of our 501(c)3 in both States.
 3. The KNHA Secretary of State filings procedure and cost
 4. A fiscal year end date will need to be voted on.
 5. Will the KNHAP have stakeholders or members that pay dues?
 6. In-kind donation tracking procedure
- 12:30 - 1:00 **Fundraising Committee (TBD)**
1. [Funding Opportunities](#)
 - a. Low hanging opportunities
- 1:00 - 1:30 **Communication and Marketing Committee** - Chair, Kristin Malek
1. Internal Communications Policy
 2. Marketing Pieces - review
Two-page white paper [Political White Paper Draft - LM](#)
 3. Other
- 1:30 - 1:45 [Feasibility Study](#) Ad Hoc Committee, Chair, Kim Wilson
- 1:45 - 2:00 **Next Steps**
- 2:00 **Adjourn**

Kansas Nebraska Heritage Area Partnership
Board of Directors Meeting

NE Tourism Commission Conference Room, 301 Centennial Mall South, 1st Floor
Tuesday, December 10, 10:00 - 2:00

Attendees: Carol Schlegel, Ashley Olson, Luke Mahin, Jenna Bartja, Jarrod McCartney, Kristin Malek, Roger Jasnoch, Kelly Larson, Sue Stringer, Kim Wilson
Absent: Kyle Peterson, Shaley George

Meeting Agenda/ Minutes

- 10:00 – 10:05 **Welcome and Changes to the Agenda** - Kim
- 10:05 - 10:10 **Review to Approve** [9_31_19 BOD Meeting Minutes](#) - approved
- 10:10 - 10:15 **Introduction of New Board Member**
[Sue Stringer](#) - Manager, Byways & Agritourism Manager, KS Department of Wildlife, Parks & Tourism
- 10:15 - 10:30 **Review the Strategic Plan Draft and Committee Responsibilities** – Kim
- Strategic Plan - vision statement/mission statement Act like an NHA - how/what do we need to do to get there?
 - Committee structure - strongest strategy to accomplish our goals
 - Overview of committee structures: Kim currently; Hire an executive director in due course
 - We need to track in-kind contributions and eventually monetary contributions
 - 3 year work plan - ending with a feasibility study
 - Committees should add to their roles and how the committees will interact in future Feasibility study within an ad hoc committee that Kim will lead and elect members to
 - Committee reports 4th Wednesday of every other month for the board to meet moving forward
 - Committee chairs: Marketing – Kristen; Fundraising – Jarrod; Governance – Carol; Finance – Kyle
- 10:30 - 11:30 **Committee Reports and Discussion**
Governance Committee - Chair, Carol Schlegel
1. **Bylaw Update** - Carol
 - a. Recommend change in structure
 - i. Approval of Co-Chairs
 - ii. Approval of Treasurer, Chair of the Finance Committee
 - b. Recommend Executive Committee composition -
 - c. Attendance at meetings - number of meetings, attend digitally
 - d. Reporting 2019
 - e. Next steps

- For bylaws, do we need to write the bylaws separately for each state or do we include both states in the bylaw text?
 - Do we need to list 2 addresses in the bylaws? One in Kansas and one in Nebraska? For now, we will keep the Willa Cather Foundation address as our “offices” and also list Republic county’s economic development offices address as a Kansas address
 - Action item: Change the addresses on the facebook page to reflect this
 - Review of Bylaw changes to *Number & Qualifications, Term of the Board, Vacancies, Board member Attendance*
 - videoconferencing will be allowable for 2 of the 6 annual meetings (January and July will be the video meeting months)
 - Review of *Officers & Duties*
 - eliminate president and Vice President from board members and organization/meetings will be led by co-chairs, one from each state;
 - discussion about co-chair terms – 2 & 4 year terms discussed
 - recommended that the co-chairs elected jointly to a two-year term on even years and not staggered
 - Co-Chairs for the next two-years (2020-2022) will be Ashley Olson, NE and Luke Mahin, KS.
 - Review of *Committees of Directors*
 - length of service to be determined by the committee
 - Review of *Executive Committee*
 - in an effort to be collaborative, executive committee members will need to be balanced between the two states (KS & NE)
 - Review of *Reports*
 - we should share the annual report with partners as well as board members
 - Action item: Final of bylaws will be approved and signed at next meeting
2. Board membership and terms
 3. Propose new member(s) – Kelly
 - We need a Kansas fundraising committee member
 - Kelly & Luke pursuing potential lead - representative from the Kansas Rural Center
 - Finding people with experience in content building (for thematic development) and fundraising is important but, foremost, they will need to be enthusiastic about the organization and its goals; we can find someone else to elect to our fundraising committee that is turn-key
 4. Meetings - Starting January 2020, meet the 4th Wednesday every other month (discuss), one meeting digitally – Carol
 - Meetings - next meeting will be a zoom in January 29 from 9 to noon; Kim will set up and invite members to participate.
 5. How to become a Non-Profit - Discussion

a. **Approach One** - Kansas Preservation Alliance, KS and Cather Foundation NE umbrella organizations with a time limit of 24 months; move towards establishing Non-Profit status within 24 months

b. **Approach Two** - Greater Salina Community Foundation and the Nebraska Community Foundation Affiliates with a time limit of 24 months; move towards establishing Non-Profit status within 24 months

- It would be better to become a nonprofit in our own right instead of going through an umbrella org/affiliate fund
- Let's begin canvassing for attorneys to help us become incorporated Luke & Kelly to pursue lawyer friends in Kansas and NE folks to pursue the same in Nebraska
- Kim to contact Rural Futures Institute Fellow who is a lawyer.
- Jarrod to pursue attorney leads
- Discussion about the ideals of having an attorney invested in our org vs simply being able to find one to offer pro-bono services.
- If we can become a nonprofit quickly, then we should do that! If it's going to take longer, we may go the two-step route. Kim will look into the process/timeline to become a nonprofit.

11:30 - 12:00 **WORKING LUNCH: Conversation with Jane Weber, Chair, Big Sky National Heritage Area**

Jane Weber calls in to talk to us about the Big Sky Heritage Area Partnership. They are 4.5 years into the process, a nonprofit, and have just completed their feasibility study through a consultant (which they like a lot and are considering keeping them on to complete their management plan). They have an attorney that provides advice pro-bono, who prepared their articles of incorporation and monitors their governance and conducts the board meetings in absence of Jane. He attends all meetings and travels with Jane to DC when they meet there.

- How long did it take Big sky to become 501c(3)? Two and a half months from the time they submitted their paperwork.
- How did you go about fundraising initially? Person-to-person contacts, all board members contributed and annually give to the organization. The treasurer manages private donations. They spent an entire year educating communities about NHAs and what they can do for the affected communities by creating a PowerPoint about the potential economic impact of NHA and traveling to communities giving the presentation. Maybe 65 presentations over the course of 18 months. Public meetings are required as part of the FS, and will need to be conducted officially as part of the FS (in addition to the other presentations that we may give). Major corporations, banks, and other foundations and clubs have been the lifeblood of their fundraising. Fundraising took 2 years and resulted in 65,000 to pay consultants for FS plus modified contract to include consulting fees for strategic planning help. Prepped RFP and fundraised until they had adequate funds to hire before they released the RFP.

- What challenges did you face? The political side of things - all of their region's mayors are onboard with the project, but their county commissioners were not necessarily supportive - although they haven't openly opposed it. Private property rights are always a big issue. Agenda 21 of NHA's articles. They have been connected with the local congressional staff since the beginning.
- In addition to the PowerPoint presentations, what additional marketing materials did you create? They had a white paper listing benefits of NHA and noted websites with reporting of economic benefits. They joined alliance of NHAs and plan to attend annual meeting (fee for emerging NHAs to join is less than that of official NHAs). Created a 2-sided rack card that includes a few bullets about NHAs but mostly graphics of their region's assets.
- Advice: come up with a name that speaks to your region and its identity. Use tourism entities to get the word out. Begin talking to mayors, seek legal advice for articles of incorporation, etc. Meet with governor or Lt. governor.
- When you were giving your presentation, did you have a specific dollar amount ask? The presentations were simply informational, they then targeted the businesses to ask for money: Book clubs, rotary clubs, Portage route chapter (Lewis & Clark), major banks and businesses with the funds to be able to contribute. Seek private funding then do a year-end appeal for additional funding.
- What are your operating funds per year? \$5,000 - creating a budget hoping to hire a part time employee, and the budget will need to be higher to pay for employees.
- For questions about larger NHAs, contact the Tennessee NHA - Carol VanWess (male). TN has a statewide NHA associated with the state university system, which coordinates/governs the NHA.
-

12:00 - 12:30

Finance Committee - Chair, Kyle Peterson

1. [Finance Template reviewed](#)
2. Recommend the BOD consider a D and O insurance policy once the formation of our organization is legitimized by the filing of our 501(c)3 in both States.
 - Budget - do we need insurance? No - because we have no assets currently
 - Speak with freedom frontier about a bi-state nonprofit and FS costs
 - Add in-kind to finance chart as its own category (travel expenses, income/time donated from board members)
3. The KNHA Secretary of State filings procedure and cost
4. A fiscal year end date will need to be voted on.
5. Will the KNHAP have stakeholders or members that pay dues?
6. In-kind donation tracking procedure

12:30 - 1:00

Fundraising Committee (TBD)

1. [Funding Opportunities](#)

a. Low hanging opportunities

1:00 - 1:30

Communication and Marketing Committee - Chair, Kristin Malek

1. Internal Communications Policy
2. Marketing Pieces - review

Two-page white paper [Political White Paper Draft - LM](#)

- White paper review - make the white paper bulleted in its entirety, add a category titled "Benefits." Add a call to action section. Add a "contact us" for... section. Add a map showing context and extent.
- 1. Other

1:30 - 1:45

Feasibility Study Ad Hoc Committee, Chair, Kim Wilson

1:45 - 2:00

Next Steps

- Refine white paper - disperse to political realm, gain support
- Identify political approach among board members
- Becoming incorporated will be able to take place relatively quickly, but the application for tax exemption with the IRS can take much longer. We will need an attorney to make sure we file correctly. Kim will engage an attorney to figure out what this process will look like and what's needed. Research nonprofit steps and have an attorney review and create legal structure then submit articles of incorporation
 - o papers to be filled out and submitted to IRS
 - o Membership & funds - needed prior to filing
- Carol & Kelly to report on nonprofit steps, cost, time frame for respective states
- Time frame - next 4 months - review white paper and narrative + educate ourselves about the nonprofit acquiring process and how much it will cost by January
- Chairs will call committee meetings between now and January meeting
- January's meeting:
 1. Kim will present on nonprofit submission;
 2. we will present finalized marketing materials (white paper);
 3. finance will present a dollar amount that we will need to file our articles of incorporation; and
 4. specifics for reaching out to political officials will be determined.
- Lucas, Kansas Chamber of Commerce and Lincoln, KS are being considered for March 25th meeting.

Meeting adjourned 1:23 pm

From: Stein, Christopher E
To: Morgan, Jason B
Subject: Fw: [EXTERNAL] KNHAP 12_10_19 Meeting Minutes, Committee Tasks
Date: Wednesday, April 28, 2021 11:07:04 AM

From: Stein, Christopher E <Chris_Stein@nps.gov>
Sent: Friday, December 27, 2019 7:40 PM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] KNHAP 12_10_19 Meeting Minutes, Committee Tasks

Happy New Year to you, Kim.

Thank you for including me in your correspondence with the members.

To me, it sounds like you are going through the typical issues that are just “part of the NHA development process.”

PEACE

Chris
402-881-1387

Sent from my iPhone

On Dec 27, 2019, at 11:31 AM, Kim Wilson <kwilson4@unl.edu> wrote:

Dear Board Members,

As we continue to make progress towards becoming a NHA, I want to thank you all for the time, thoughtful input and energy given over this past year. I Hope we all agree, this is a worthwhile endeavor.

The following is a link to our 12_10_19 meeting minutes:
<https://docs.google.com/document/d/1R0exCrT8x8MY5qjibZm7z4YF4-IB9jiIVecMGM815nT0/edit?usp=sharing>. Thanks to Jenna for her timely submittal.

Our next meeting will be January 29th via Zoom, 9:00 – 12:00. Please have your committee agenda and any documents for the BOD to review to me a week before the meeting - Wednesday, January 22nd. I will schedule an executive committee zoom call to review the agenda before I send it out to everyone. Below is a summary of tasks to be completed by each committee:

1. Governance Committee:
 - a. Update and finalize the Bylaws to reflect comments on address, offices, number of meetings, and attendance at meetings.
 - b. Kim, on behalf of the committee, will contact a lawyer to understand better the implications of our Bylaw document and process and procedure for submitting for 501 (c) (3) status.
 - c. Kelly along with the Kansas BOD members will develop a list of potential new members.
2. Finance Committee:

- a. Refine Finance Template to include filing for 501 (c) (3) status and project finances for three years.
 - b. Kim will contact BSCNHA to ask for their yearly expenses.
 - c. Work with the Funding Committee to begin to strategize an approach to fundraising and schedule
3. Fundraising Committee:
- a. Review Funding Opportunities outlined by Luke in the document [Funding Opportunities](#) and add additional funding opportunities (private).
 - b. Work with the Finance Committee to develop a strategy and time frame for funding.
 - c. Review grant opportunities and develop a strategy for when to pursue what grants.
4. Communications and Marketing Committee:
- a. Review and modify white paper (see minutes for changes)
 - b. Kim, on behalf of the committee, will reach out to BSCNHA (Jane Weber) for their marketing PowerPoint and brochure.
 - c. Review the list of political contacts and develop a narrative and strategy around who will make the contacts.

Please let me know if there are additional items for the committees to address.

I look forward to your zoom invitation to committee meetings.

Happy New Year!
Best,
Kim

From: Kim Wilson <kwilson4@unl.edu>

Date: Tuesday, December 3, 2019 at 4:02 PM

To: Kelly Larson <lcedfdirector@outlook.com>, "Bartja, Jenna" <Jenna.Bartja@nebraska.gov>, Luke Mahin <rccd@nckn.com>, Jarrod McCartney <jmccartney@redcloudnebraska.com>, Ashley Olson <aolson@willacather.org>, "Engler, Mark" <mark_engler@nps.gov>, "info@orphantraindepot.org" <info@orphantraindepot.org>, "mchistorical@yahoo.com" <mchistorical@yahoo.com>, "carol@visitmccook.com" <carol@visitmccook.com>, "rjasnoch@visitKearney.org" <rjasnoch@visitKearney.org>, Kristin Malek <drkevents@unl.edu>, "Sue.Stringer@KS.GOV" <Sue.Stringer@KS.GOV>

Cc: Christopher Stein <chris_stein@nps.gov>

Subject: KS NE HAP BOD Meeting, Tuesday, December 10, 10:00 - 2:00 at NE Tourism Commission Conference Room, 301 Centennial Mall South, 1st Floor

Dear Board Members,

I am looking forward to our next meeting to be held on Tuesday, December 10th from 10:00 – 2:00 at **NE Tourism Commission Conference Room, 301 Centennial Mall South, 1st Floor.**

The following link will take you to the meeting agenda:

https://docs.google.com/document/d/1Lyho9EB3EFLW9Xfr6_YTwia7btM5uTDG3xnb40HVaCI/edit?usp=sharing. This is still a work in progress. In preparation for the meeting, please review the items linked in the document.

I'll be ordering lunch, so please let me know if you have special needs or if you will not be attending.