

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.

2020 Documents

Kansas Nebraska Heritage Area Partnership Board of Directors Meeting

Zoom call link: <https://unl.zoom.us/j/770381836>
Wednesday, January 29, 2020, 9:00 - 12:00

Meeting Agenda

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

9:00 – 9:05
9:05 - 9:10
9:10 - 9:30

Welcome and Changes to the Agenda - Kim

Review to Approve [19_12_10_Meeting_Minutes](#) – Kim

Motion to approve minutes? So moved. No discussion.

Executive Director's Report – Kim

Met with Jane Weber of Big Sky again. Spoke with other nonprofits, College of Law professor will help us with the Bylaw process. What's more important than finding an attorney is hiring a CPA, to help the org file taxes, etc. Is it still important to look for an attorney? A few people said yes. Does anyone has recommendations? Carol Hill? Potential recommendation from Kelly & Luke.

1. [Becoming a 501\(c\)\(3\)](#): Services, Process, Cost and Schedule

a. Recommendation: secure an accountant over an attorney

Tim Terrell will volunteer to assist us with legal and accounting items (<https://engineering.unl.edu/tim-terrell/>)

Tim Terrell (legal document creation helper) is editing bylaws (to align with state requirements) and helping to draft other docs to align with them and will help us file for 501(3)c status. He can also offer advisory help when we file taxes, etc. Board feels comfortable with using him as an outside advisor.

b. Process:

i. Explore online services - cost and comprehensiveness - ex. www.incfiling.com

Required Documents: Tim is going to explore for us. Submit articles in February, then move forward with the others.

1. Articles of Incorporation
2. Operating agreement
3. Statement of Organization
4. Banking Resolution - two bank accounts?
5. Foreign Entity Form (KS)
s.ks.gov/forms/business_services/FA.pdf

ii. Cost: \$300.00 for NE filing and an additional \$250 for KS filing, *total will probably be around \$500*

iii. Schedule/Process: Submit articles of incorporation to NSS (February); Vote on By-laws (March 25, BOD Mtg); file form 1023 (or 1023-EZ) federal tax exemption; obtain Nebraska state tax exemption and then file Foreign Entity Form (KS) *Optimistically, we can aim to be incorporated by May.*

iv. Bank account mechanics: where the mailing address? or treasurer location? Follows the executive director? Brick and mortar? National bank with multiple locations in KS/NE. Discussion? Recommendations?

Any questions on the 501(3)c process? Has Kim missed anything?

Sue - argument for having 2: state funds will be difficult to allocate out-of-state; legislators won't like putting their money in an out-of state bank account

Luke – KS funders will have a greater sense of ease if the bank resides in Kansas

Kyle – history of donors putting money into a national bank, perhaps earmark accounts (one for KS and one for NE)

Kristin – mailing address may be of greater concern than choosing any one given bank

Ashley – never had to explain where their org banks to a donor/grantor

We need to identify a Kansas business address as part of the filing process for KS

Realistically can be a nonprofit by March.

1. Alliance of National Heritage Areas (ANHA)
(<https://www.nationalheritageareas.us/>)

Sue – legislation being proposed for NHA's to fall more fully under the umbrella of the NPS; if approved, counties that wish to be added to NHA's would not have to go thru an act of congress, simply thru NPS

a. Membership cost: \$250/year for emerging NHA's: will help us to strategize and learn from others; will likely help us to become an NHA more quickly

(<https://drive.google.com/file/d/1ctyXRyCf0e2bbG0KNezfYDT50aHj55Or/view?usp=sharing>)

We will need to participate in a pledge. Their goal is to help us to work with our senators to move our FS forward.

Kelly - \$0 money, no bank account currently. We need funds and around \$1000 to get all our filing costs and membership fee covered.

Kim – volunteers to contribute the membership fee because she feels it is of value.

Sue – motion to join Alliance of National Heritage Areas

Luke seconds. Discussion? Carol – falls in line with “acting like a heritage area”

a. Conference in Washington D.C. - Feb. 4th

Kim won't attend this, but she will join the org

4. Annual Report Discussion

Use marketing materials to create an annual report to email to partners, stakeholders, and participants thus far. Attach White Paper. Review Kim's draft in March.

9:30 - 10:00

Governance Committee - Chair, Carol Schlegel

1. Review Edited Bylaws and align with NE Non-profit Corporate Act - Kim (edited by Tim)

Our org will administer the NHA.

Do we want ex-officio board members to vote? Bring back to the governance meeting committee

Carol – only time she has had a vote as an ex-officio is as a funder
Further discussion?

2. Kansas BOD recommendation – Kelly

Kelly – met Caryl a few years ago. Introduces Caryl. This first meeting is an opportunity to gauge her interest and desire to participate. Should we expand board membership? What is our ideal #? Only concern with expanding is meeting quorum

Caryl – Kansas Preservation Alliance, served on KS Rural Center Org (Sustainable Ag) and worked as an employee, pursuing volunteer opportunities, member of the Arts Council in her community (Furnace County, Norton County) – Smithsonian exhibit will begin this spring

Luke – having more board members gives us the opportunity to expand representation of our assets.

Sue – recommends byway committee people

Mark – agrees with Sue, but thinks including an Ag representative is of higher importance

Ashley – not currently involved with the byways, but Jarrod keeps his ear to the ground on happenings

Kim – potentially move to include Nebraska City in our NHA, so potentially recommend

Jarrold – agrees we should include NE City & Lynchburg, KS

Jenna – will look into Nebraska Sustainable Ag Society as potential ag representative for the board

Shaylee – if NHA's do go underneath the purview of NPS, it will become important for us to maybe change our focus slightly to better tell the stories they are currently interested in telling (eg: stories from/about POC)

Kim – let's wait to see where our feasibility study takes us to garner representation. Let's change our bylaws to give ourselves the flexibility to add up to 20 board members. Let's realize that we are under no obligation to go up to that amount, but we need to have the flexibility to add important board members

3. Other items?

10:00 - 10:30

Finance Committee - Chair, Kyle Peterson

1. Resource - Big Sky Country Budget
2. Budget 2020

Kyle – Big Sky put a lot of thought/research into their budgeting for a FS. Kyle uploaded a draft budget yesterday. He called the state to talk to them about filing fees for 501c3. Prices have increased this year.

Kim thinks we've underestimated the cost of the FS. Kim will call the Alliance of NHA's consultant and get some better info on an estimated cost of a FS.

Kyle – what monies do we go for first? Do we consider small grants initially or want to put our focus on larger grant acquisitions?

Jarrod and Luke have worked on a list of potential funding sources. The board will need to invest (no set amount) to cover our initial expenses. Getting a website up and running will help us to set-up a donation portal. Local org can create a website for us for around \$1200 and manage it for us.

10:30 - 11:00 **Fundraising Committee** - Chair, Jarrod McCartney

1. [Funding Opportunities](#) - Review
2. Coordinate with Fundraising Committee
3. Internal Funding
4. Private Donations
5. Website

11:00 - 11:30 **Communication and Marketing Committee** - Chair, Kristin Malek

Documents to review for the committee:

1. Political White Paper: [Political White Paper](#)
 - a. This is in its final form ready for board approval/tweaking
Kristin - White Paper in its final draft. Ready for board feedback. Luke – add "Find Us on Facebook" to the White Paper.
2. Talking Points:
https://docs.google.com/document/d/1zKcNfifYgkb8xxelMt0wnG-MV05U_n-2bjSxt-s2Lr/edit?usp=sharing
 - a. This still needs one more round of review and some final touches. Looking for input.
3. Social media plan on the back end is completed for this month.
 - a. Need information from each board member for their highlight post.
4. Powerpoint presentation
 - a. In progress, on the drive
5. Unique positioning statement
 - a. We have this in a good working statement and have it ready for board tweaking/approval, part of talking points
6. Political contact list: https://docs.google.com/spreadsheets/d/1zGC-WTKgwZqNHbDQTCMo40Ukc5tT9j_zbjmsGAIaQ/edit?usp=sharing
 - a. Great start from Jenna, ready for board to review and add their own contacts too.

Luke – everyone knows their audience better than we do, so just go with your instincts and use the talking points for reference.

Unique positioning statement reading and editing.

Kristin - The talking points are 90% finished. Let's flush out the contacts list and then assign board members to make contact at the next meeting.

General Information for the group at large:

1. All communications/documents/writing for KNHAP will be in "Arial" font
2. All material should be stored in the drive.
3. Facebook:
 - a. Posts have been EXTREMELY popular – very rare for a brand new page.
 - b. We have 105 people who follow the page, 99 people who like it.
 - c. Our 2nd post had 30 likes, 25 shares, 5,639 people reached, and 866 engagements.
 - d. Our 3rd post (BOD spotlight on Luke) had 49 likes, 8 shares, 1,905 people reached, and 627 engagements.

Luke - Our Facebook page is already having a positive impact on our reach, even with political officials.

Kristin – scheduled posts for FB every Tuesday at 10 a.m.

Kelly – suggests linking NHA info to the FB page

Feasibility Study Ad Hoc Committee, Chair, Kim Wilson
(nothing to report)

Kim will ask Big Sky for their FS RFP to adapt and fit to our needs.

11:30 - 12:00

Next Steps

Committees will meet in February.

Next BOD Meeting will be on March 25 in Lincoln, Kansas.

Tentative address: 122 East Lincoln Ave.

Committees send Kim agenda items for next meeting.

Luke moves to adjourn, Kelly Seconds. All in favor. Meeting adjourned at 11:13 a.m.

12:00

Adjourn

Kansas Nebraska Heritage Area Partnership
Board of Directors Meeting

Meeting via Zoom: <https://unl.zoom.us/j/624941750>

Wednesday, March 25, 2020, 9:00 - 12:00

Meeting Agenda

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

- 9:00 - 9:10 **Welcome and Changes to the Agenda** – Kim
Welcome and COVID-19 updates.
- 9:10 - 9:15 **Review to Approve** [02_29_20 Meeting Minutes](#) – Kim
Meeting minutes approved.
Additions to today's agenda:
Roger proposes discussing impact of COVID-19 on our economy.
Kelly formally nominates Caryl to be voted onto the board.
- 9:15 - 9:45 **Executive Director's Report** – Kim
Kim estimates that we can become a 501 c3 in two months. We are filing in Nebraska but will add Kansas (as an affiliate?).
1. [Becoming a 501\(c\)\(3\)](#) Process Update:
 - a. Process:
 - i. Required Documents:
 - 1. Articles of Incorporation**
 2. Operating agreement
 3. Statement of Organization
 - 4. Banking (see Finance Committee)**
 5. Foreign Entity Form (KS)
s.ks.gov/forms/business_services/FA.pdf
 2. Conversation with Deanell Tacha - Kelly, Luke and Kim
Deanell Tacha is a retired federal judge from Scandia. She was very supportive of Freedom Frontier NHA. She stressed fleshing out our themes in great detail.

Sue Pridemore – worked for National Park Service.
Impressed that we need to generate both general and scholarly interest in our region.
We need to show an abundance of resources to attract and sustain scholarly research/interest.
 3. [Conversation with Augie Carlino](#). *President and Chief Executive Officer*, Rivers of Steel Heritage Corporation Rivers of Steel National Heritage Area
 - a. Update, Federal Funding and the role of ANHA

- 30 emerging NHAs. 30 years ago it may have been seen as competition, but we have now coalesced around bringing about more NHAs and have formed an alliance to lobby for us collectively.
- b. Cost for a Feasibility Study \$50,000 - \$120,000
\$50,000-120,000 is an estimate for what it may cost to produce our FS. This is largely due to the proposed size of our HA and the amount of meetings we will need to host over time to fulfill the FS requirements. We will likely have the ability to negotiate with our contractor to reach an approachable FS cost.
 - i. Theme(s) Development
FS will rewrite the themes. Since we have a researched foundation that will be enough for an FS writer to go on. Shayley: our theme development should be a framework for us instead of starting from scratch.
 - ii. Boundary Study
The current boundary may be redrawn based on theme emergence.
 - iii. Regional Meetings
Travel Costs for the size/number of meetings will largely contribute to cost of FS.
 - iv. Our role in the development
The FS is also about building our capacity as an organization to manage an NHA.
 - v. Process - building organizational capacity
Our board will need to continue to grow and diversify to include businesses/funding partners and not just historians and asset managers. Other NHAs have kept their contractors on to help develop their Management Plans too.
4. Conversation with Jim Ogle, Executive Director Freedom's Frontier National Heritage Area
Heritage Act is up for approval this year with Alliance lobbying support for it. Increases funding, reauthorizes all current for 15 years, sets up a protocols for NHAs to be created, etc.
Jim recommended using Big Sky's RFP as a template for developing ours.
5. Alliance of National Heritage Areas (ANHA) Member - Report (<https://www.nationalheritageareas.us/>)
We joined the NHA Alliance Group. Kim will be participating in the group's upcoming meetings.
- a. Mentor - Jim Ogle
Jim has agreed to be a mentor to Kim as we move through this process.
 - b. Board Meetings - Our next board call is this Friday at 12:30 EDT. As always, the call is open to all ANHA members.
Call in number: 866-689-9472, 493714#

6. Annual Report - White Paper?

Board agrees to postpone release of an annual report until we have more to report.

9:45 - 10:15

Governance Committee - Chair, Carol Schlegel

1. Bylaw update - being compared to the Nebraska Act
2. Kansas BOD recommendation - Kelly

Tim Terrell is reviewing Bylaws a final time to ensure it meets Nebraska statutes.

Kelly formally nominates Caryl Zail to join the board. Jarrod seconds. All in favor, none opposed.

Caryl worked for Kansas Rural Center (sustainable Ag) and has an avid interest in arts & humanities.

Luke and Kelly have a lead on a potential addition with political ties.

10:15 - 10:45

Finance Committee - Chair, Kyle Peterson

1. Bank Accounts
 - a. Temporary bank account that will be used under the Willa Cather Foundation.
 - b. Primary bank account with Central National Bank after 501(c)3- Beloit, KS and Superior, NE

Finance committee met in Red Cloud two weeks ago and discussed accounts. Willa Cather will be used as a temporary account. Willa Cather will earmark monies for KNHAP and will handle bill pay.

Kyle: we can't issue any receipts as tax deductible until we are a nonprofit. We will open/use a bank account once we are a 501c3.

10:45 - 11:15

Fundraising Committee - Chair, Jarrod McCartney

1. Member Contribution
2. Stakeholder/Partner Contribution

Jarrod: South-Central Coalition can give \$6,000 to our cause as starting funds.

Kyle: We can get \$1,000 from Kansas.

Roger: Fundraising will be a challenge moving forward in our current economy with the still unfolding impacts of coronavirus.

Kyle: We can leverage the impact of the coronavirus on communities to underline the goals of our organization in building heritage tourism/increasing economic development.

Jarrod: We can try to strategically plan for the future but in no certain terms because we really can't plan effectively with all the unknowns in the current atmosphere.

Ashley: Not the best time to ask for funds/support or even apply for grants, but we can still continue to garner public support.

Kim: We are 4-5 months out before we can reasonably begin to ask for contributions/donations.

Ashley: Any donations to KNHAP right now would need to be written to Willa Cather and it would be earmarked for KNHAP. Whether or not they would be tax deductible needs to be looked into further.

11:15 - 11:45

Communication and Marketing Committee - Chair, Kristin Malek

Documents to review for the committee:

<https://drive.google.com/drive/u/0/folders/1gQ4vgOLgSVbpSgRKZSjSoaN8uLokgutb>

1. Political White Paper
2. Email Sample
3. Press Release Template
4. Press Release First Announcement
5. Talking Points
6. Unique Positioning Statement
7. [Outreach Strategy and Plan](#) - Who, How and When

Kristin gives marketing committee updates.

An email update will be sent to stakeholders from initial steering committee meetings.

Kyle: How can we engage the stakeholders to respond/participate?

Ex: Write back with your favorite asset that we can highlight on FB.

Kristin: We will include a call to action.

Ashley: April is National volunteer month. How can we highlight volunteer-run facilities?

Marketing committee will look for ways to highlight volunteer month.

Press Release format outlined and ready to be implemented once we receive 501c3. Themes were revised to be more cohesive (all action-driven as opposed to some being listed in more general/passive terms).

Kristin & Luke tweaked talking points based on board feedback. These are for internal use and will change as we evolve as an organization. Kim will show to Jim and see if there are ways we can expand on economic development talking points.

Branding and logo development – how are we using the branding material and do we wish to review it?

Kim will solicit the help of her students to make a map showing board members by region or representation & a US map of all NHAs + emerging

NHAs.

We need to time our conversations and contacting of local, regional, and state representatives carefully, so we will wait to divvy out assignments until after the coronavirus crisis has abated.

11:45 - 12:00

Next Steps

What will the committees be working on?

Governance committee will continue to review bylaws with Tim.

Finance: Kyle will open Quickbooks account to organize our accounts.

Fundraising: Jarrod will sequester the money from the South Central Coalition as start-up funds.

They will begin writing bulk narrative for grants and begin establishing a loose timeline.

Communications/marketing committee will work on Powerpoint and talk about branding and think about ways to highlight volunteer month.

Kim will solicit student help to produce maps and continue working on bylaws and keeping up with NHA Alliance meetings.

Next meeting set for Friday, May 22 in Lincoln, Kansas (tentatively) 10:30-1:30.

12:00

Adjourn

Meeting adjourned at 10:50 AM.

Notes:

1. **Augie Carlino, *President and Chief Executive Officer, Rivers of Steel Heritage Corporation Rivers of Steel National Heritage Area***
 - a. Number of NHAs today = 55; number in the pipeline = 30
 - b. Limited appropriates has caused NHA to be competitive for funding
 - c. ANHA has been active in lobbying for increased funding and the development of transparency when awarding NHA funding. Participation in the ANHA is important to ensure receiving money.
 - d. Feasibility Study
 - i. Big Sky Country NHA Feasibility Study Process
 1. Completely rewrote the themes
 2. Redrew the boundary based on the themes
 3. Ran three sets of public meetings – NPS expects the process to include public process. Augie thought that our study will cost anywhere between 50,000 and 120,000 given the size and the number of public meetings
 4. Writing the feasibility study – engaged in by-monthly work sessions with their Feasibility Taskforce. The taskforce was actively engaged in writing the study.
 5. **Significant take away - the feasibility process should build capacity within the organization to manage a NHA.**
 - ii. Pipeline for consultants
 - iii. Ask proposals to:
 1. Structure public meetings
 2. Develop themes
 3. Confirm boundary
 4. Engage with the stakeholders – test the capacity
2. **Jim Ogle, *Executive Director Freedom's Frontier National Heritage Area***
 - a. ANHA Organization
 - i. Connecting tissue among all NHAs – Lobbying for funding and NPS support
 - ii. Funding increased 2017 – more funding and greater relationship in both houses
 - iii. 1049 Heritage Act - <https://www.congress.gov/bill/116th-congress/house-bill/1049> - 223 sponsors (2-years ago 65 sponsors)
 1. Increase funding
 2. Re-authorize all NHAs for 15 years
 3. Funding based on criteria
 4. Set-ups a procedure for establishing a NHA outside of requiring Congressional approval
 - iv. Review RFP
 - v. ANHA Mentor

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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: [EXTERNAL] Announcing the Kansas Nebraska Heritage Area Partnership
Date: Wednesday, April 28, 2021 10:50:33 AM

From: Kim Wilson <kwilson4@unl.edu>
Sent: Friday, April 3, 2020 12:54 PM
To: Stein, Christopher E <Chris_Stein@nps.gov>
Subject: Re: [EXTERNAL] Announcing the Kansas Nebraska Heritage Area Partnership

Thank Chris for your input. We know we need to work on our themes and will do so. And we will make sure that in our correspondence will will make sure that people understand that the US Congress designates NHAs, not the NPS. Kim

From: "Stein, Christopher E" <Chris_Stein@nps.gov>
Date: Friday, April 3, 2020 at 11:38 AM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] Announcing the Kansas Nebraska Heritage Area Partnership

Kim:

Also...in reading your materials, here is some professional feedback...

1) It is my professional opinion that your themes will not "fly" with NPS DC office as your nationally important story (whatever that is?). Please know that I can not professionally support them either. Broad themes like Nature, Land, Settlement, etc. apply to everyplace in the USA and do not make your area nationally distinct. Do you catch what I'm saying? I do not mean to be "water" on good ideas. I mean to be helpful to you.

2) Please in your correspondence, make sure that people understand that the US Congress designates NHAs, not the NPS. While we firmly believe that it is very important to have NPS's stamp of approval on your feasibility study, NPS can not creat an NHA...no matter how much we might support your nationally important story. That is totally up to our legislators. Do you have legislative support for your effort?

Conversations like this are better by phone, I think.

Chris
(402) 881-1387

From: Kim Wilson <kwilson4@unl.edu>

Sent: Friday, April 3, 2020 10:51 AM
To: Stein, Christopher E <Chris_Stein@nps.gov>
Subject: [EXTERNAL] Announcing the Kansas Nebraska Heritage Area Partnership

Good morning Chris!

We hope that you are staying safe (and sanitized) during the COVID crisis affecting our communities currently. We wanted to take a moment from this crisis to share some great news! As you hopefully remember, in the winter of 2018 we held several public meetings to discuss the potential of a National Heritage Area designation in our region. After receiving unanimous support from our community stakeholders in these meetings, we have been moving forward in an ambitious way! First, we want to thank you for your time, trust, and support for the Kansas Nebraska Heritage Area Partnership (KNHAP) board pursuing the National Heritage Area designation for North Central Kansas and South Central Nebraska. Since our last public meeting, the board has been meeting monthly and accomplishing items on our way to this designation and we deeply apologize for the limited communication of all of these exciting activities over the past year. In this extensive NHA process, we always strive to be mindful of your time and energy and want to reach out only when we are ready to move forward in a meaningful way. Since winter 2018, the newly formed board of directors has been diligent in creating a foundation for a KNHAP non-profit, developing marketing materials, creating a budget, connecting with other National Heritage Areas, and creating grassroots support for this effort. As just one example of our grassroots effort, in our newly created Facebook page, our second post ever generated over 5,500 views, nearly 1,000 engagements, and 25 shares! We are excited about this grassroots support and believe that we are ready to move forward in a meaningful way!

Are you ready to be part of the action? Below we outline our next steps, organizational needs, and ask your support in reaching our goal of establishing the NHA.

Our next steps as an organization:

- Develop partnerships across the forty-nine counties in both Kansas and Nebraska.
- 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 you can 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! All national appropriation funding is a 1:1 match. Anything you or your organization can contribute can go towards this!

What can you do today??? We have SO many great organizations in our 49 county area. Write back to this email and tell us what you want to highlight in your community (bonus points if you include pictures) on our Facebook page! "Like" us on Facebook (@KNHeritage) to see your community featured!

Questions? Comments? More information? Until our website is live, our primary communication will be from our Facebook Page <https://www.facebook.com/KNHeritage/> and our quarterly newsletter. For direct communication, contact our Executive Director Kim Wilson at kwilson4@unl.edu or 765-427-9643.

Kindest regards,

Kim Wilson, Executive Director

on behalf of The KNHAP 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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From: [Stein, Christopher E](#)
To: [Morgan, Jason R](#)
Subject: Fw: [EXTERNAL] Re: Thanks for your e-message re themes and Congress. Here's some process info
Date: Wednesday, April 28, 2021 10:50:21 AM

From: Kim Wilson <kwilson4@unl.edu>
Sent: Friday, April 3, 2020 1:27 PM
To: Stein, Christopher E <Chris_Stein@nps.gov>
Cc: Kristin Malek <drkevents@unl.edu>; Luke Mahin <rce@nckcn.com>
Subject: Re: [EXTERNAL] Re: Thanks for your e-message re themes and Congress. Here's some process info

Chris,

Yes, the RFP is to hire a consultant to help us write the FS. And not to worry, we will include you all in the process. Unfortunately, we have spent most of our time formalizing our organization and will not move onto the next steps to becoming a NHA.

Stay well,
Kim

From: "Stein, Christopher E" <Chris_Stein@nps.gov>
Date: Friday, April 3, 2020 at 1:22 PM
To: Kim Wilson <kwilson4@unl.edu>
Subject: Re: [EXTERNAL] Re: Thanks for your e-message re themes and Congress. Here's some process info

Good to know Kim.
Thank you for letting me know.
When you say RFP, you mean for a contractor to do a FS, yes?
Thanks for clarification.
Just know that for NPS involvement in reviewing your FS, there is no need for an RFP. Just send us a note (I'll give you details when the time comes).

Thanks.

Chris
(402) 881-1387

From: Kim Wilson <kwilson4@unl.edu>
Sent: Friday, April 3, 2020 1:14 PM

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To: Stein, Christopher E <Chris_Stein@nps.gov>

Subject: [EXTERNAL] Re: Thanks for your e-message re themes and Congress. Here's some process info

Thanks Chris,

I believe I understand this process. I've been working with an emerging NHA, Big Sky Country, and will use their RFP for the feasibility study. I also have had long conversations (mentor) with Augie at Rivers and Steel NHA. We've joined the AMHA and my mentor is Jim Ogle. And we will next reach out to our congressional delegation with our white paper. This email went out to all those who helped us decide to move forward with this initiative.

Kim

From: "Stein, Christopher E" <Chris_Stein@nps.gov>

Date: Friday, April 3, 2020 at 1:08 PM

To: Kim Wilson <kwilson4@unl.edu>

Subject: Thanks for your e-message re themes and Congress. Here's some process info

When you have completed your Feasibility Study (FS), it is simply sent to me (no need for an RFP???). Hopefully, you and I (and whoever) have worked close enough for me to understand what is in the Feasibility Study even before it gets to my desk.

I will then thoroughly review the FS to make sure the NPS Regional Director (RD) can feel confident about it when sent to Washington DC NHA program office. When I feel that it meets all of the criteria, I will draft a letter from the RD to DC.

Next, DC NHA program office will thoroughly review the FS. Just fyi - they tend to be a lot tougher than me in these reviews.

DC NHA program office will send a letter regarding whether the FS meets the NHA criteria or not.

In the meantime, you should have worked with your Congressional delegation to get their support of the NHA designation. Without it, your efforts probably would not go far...someone needs to introduce legislation and that someone is usually your elected leaders.

I hope this helps, Kim.

Chris

p.s. You also need to know that (while I can not professionally be a strong proponent of your proposal until DC NPS takes a position on it -- usually in a legislative hearing), I am certainly

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here for you. Aside from that being part of my job (within reason), as a citizen I greatly appreciate grass roots efforts like yours that want to showcase the important stories that helped make America the great nation that we are.

Christopher E. Stein
Chief, Heritage Areas and Large Landscape Initiatives
National Park Service, Interior Regions 3, 4, and 5

(402) 881-1387

Kansas Nebraska Heritage Area Partnership Minutes
Board of Directors Meeting

Meeting via Zoom: <https://unl.zoom.us/j/624941750>

Friday, May 22, 2020, 10:30 - 12:45

Meeting Agenda

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

10:30 - 10:32

Welcome and Changes to the Agenda - Kim

Review to Approve [03_25_20 Meeting Minutes](#) – Kim

March 25, 2020 Meeting Minutes approved.

10:32 - 11:30

Executive Director's Report - Kim

1. COVID 19 Impact on Cultural Heritage Tourism - Board members report out
Kyle – their museum has been closed, but luckily they were approved to adapt some of their grant funding to support more generalized uses.
Sue – state parks are open in Kansas and their visitation/revenue has been high.
Jenna – no risk of state tourism employees losing their jobs, but we may have a mandatory furlough period sometime in the next fiscal year. The industry is going to be slow to reopen. People won't travel until they feel safe doing so.
Luke – their organization hasn't heard anything about potential decreases in funding/staffing. They are looking to opportunities that exist for marketing within neighboring/surrounding communities.
Shayley – Org has been shut down since March 20, will reopen June 2. Like Kyle, they have been lucky to be approved to use some of their grant dollars for general operating costs.
Jarrod – most of the workers in Red Cloud are essential. Their county was in an upward trend in lodging tax collections and that has been affected but not as badly as expected. Their local grocery has been doing very well.
Ashley – Willa Cather sites closed March 19 and had to cancel any planned events. First weekend in June is their annual conference which will be virtual for the first time ever in its 65 years.
Caryl – Similar trends as Luke – state park is booked this weekend, with lots of visitation from Colorado. Some of their restrictions have been lifted. The org that she works for (Arts Council) is prepping to host the Crossroads Exhibit, which is currently still a go for August.
Kristin – chancellor sent an email to university employees that offices will open June 1, but staff are still encouraged to work from home when possible. UNL has seen an increase in summer enrollment but fall enrollment is currently down.
Kim – The University can expect 5-10% cuts. Classes that can be held in a

remote/online format are being encouraged to move to those platforms, although in-person classes will be allowed come fall semester. Sports are a question mark.

2. Becoming a 501(c)(3) Process Update:

a. Process:

i. Required Documents:

1. Articles of Incorporation - submitted 05-20-20
2. Next Steps -
 - a. Bylaws
 - b. File your Form 1023 federal tax exemption application.

3. Alliance of National Heritage Areas (ANHA) Update - Jim Ogle, Executive Director, Freedom Frontier NHA.

Kim introduced Jim, with Freedom Frontier NHA, as her mentor at the Alliance of NHAs.

Jim – Alliance of National Heritage Areas – 55 NHAs currently across the country. We are just one of a large list of emerging NHAs. 45 NHAs are seeking reauthorizations through congress within the next year. HR1049 – National Heritage Area Act of 2019 passed the House interior committee and was expected to have a floor vote in April but COVID-19 prevented it from getting prioritized. Companion legislation is hoping to come to the floor in October, but there is now an expectation that there will be omnibus legislation in the fall that will offer blanket reauthorization. Each NHA is different and there is so much flexibility. However, travel will be different in the coming months/year. It will be more regionally focused, by car, and international travel will be close to nonexistent. Jim is deeply optimistic about the coming year because the travel trends will be exposing/introducing our internationally recognized assets to our closer neighbors and community members that will be looking for sight-seeing closer to home. Freedom Frontier has developed an app to aid visitors in their travels that launches May 19. Kansas has done a great job of utilizing virtual experiences to highlight their state's assets. The challenge moving forward is finding a way to monetize them.

Kim- estimates nonprofit status will be in place within a month to a month and a half. Moving into our next stage to fund/produce a FS will be difficult in the current economy. Any recommendations?

Jim – unique opportunities that exist because a number of orgs are teaming up to create digital connections that never existed before. Contact local NHAs to tap into those emerging resources.

11:30 - 11:45

Governance Committee - Chair, Carol Schlegel

1. Bylaw Review and Approve

Kim – hopefully everyone has had a chance to look at the bylaws. Any comments? Kim feels more confident in this draft than our original.

Kristin – much more polished and consistent than our first draft.
Jarrod moves and Shayley seconds to approve bylaws. All in favor, none opposed.

11:45 - 11:50

Finance Committee - Chair, Kyle Peterson

Kyle – looked into sourcing a laptop with access to Quickbooks and wants to know if it is ok to use one at his office and create a new Quickbooks account from there for reporting as monies start to come in.

Ashley – there's a web-based version of quickbooks that works really well.

Kyle – we just need to have something in place as we begin to make purchases and accept donations. The bank we'll be using is called Central National out of Superior and there is also one in Beloit. Initial funds can be set up via Willa Cather and earmarked. Once incorporated in both states, we can move forward with paperwork to the bank.

11:50 - 11:55

Fundraising Committee - Chair, Jarrod McCartney

Jarrod – South Central Coalition has agreed to support KNHAP with a donation of \$3,000 which we can use as start-up funds. In the meantime, if we each gave a small amount of seed money now, we could move forward to get accounts opened sooner. We will need to send that money to Ashley/Willa Cather.

Kim – we can wait until we have nonprofit status before we each make tax deductible donations/contributions to the org.

Kyle – So by the end of the year, we should have a bank account set-up.

11:55 - 12:10

Communication and Marketing Committee - Chair, Kristin Malek

Documents to review for the committee:

<https://drive.google.com/drive/u/0/folders/1gQ4ygOLgSVbpSgRKZSjSoaN8uLokgutb>

1. Email to Partners -
 - a. Annual Report
 - b. Reactions to the email
2. Webpage analysis
3. Maps

Kim sent out an email to the steering committee group (initial partners) to inform/update and show that we are moving forward and that we want to continue to have them as partners and supporters. We have wide-ranging support and guidance in the areas we need it to move forward.

Kristin – Facebook updates – she has been tracking activity to see what is engaging viewers and how we can heighten engagement based on what has been popular.

Kim – has been working with a student to create maps. One map showing the counties included in KNHAP shows our distribution across both states. Kim asked for feedback.

Kristin – the colors need to represent our “brand” so we need to nail those down. The gray counties don't need to be outlined (it makes our area

seem smaller). Luke agrees.

Kelly – should we use a lighter hue to represent counties that are/may be considered in the FS on the periphery?

These graphics are just the beginning of a compilation that we will be using moving forward.

12:10 - 12:45

Next Steps - June Work

1. Committee Brainstorming (20 minutes)

a. What to focus on over the next month? In the next three months?

2. Report out (10 minutes)

Marketing – Kristin -We can move toward creating a quarterly newsletter. Brand colors – no purple, blue, or red. Important for the region of assets as a whole be one color.

Kim – adhoc committee to determine when/where/how to approach political figures in the next few months. Kyle volunteers. Ashley volunteers. Kim & Mark will also join.

Ashley- Fortenberry has been involved in supporting a trail for Standing Bear via Oklahoma & Nebraska, so he would likely be sympathetic to our cause.

Finance – Kyle - discussed options about fundraising and frustrations: trying to get people to post on Facebook. How can we increase sharing and involvement? We're hard to find? How can we expand our reach?

Sue – Harvest Host – an online network of businesses, orgs, and private land owners who offer their resource as a host to RVers. They could be a potential partner/funder. Check it out.

Fundraising – Jarrod, planning on having another meeting in June to develop a timeline for when/how we will begin making asks. Develop a year-in fundraising strategy/campaign. Review funding source list and begin targeting low-hanging fruit. Can we participate in any conferences? Develop a pyramid of asks.

Caryl - Should we try to have a presence at the We Can conference in July?

Governance – Carol – passing of the bylaws was good, needed progress.

3. Next Meeting

Kelly will book rental in the community building in Lincoln, KS and the next meeting will, tentatively, be held there on Friday, July 17.

12:45

Adjourn

Meeting adjourned at 12:50 p.m.

Kansas Nebraska Heritage Area Partnership Minutes
Board of Directors Meeting

Meeting via Zoom: <https://unl.zoom.us/j/2384693156>

Thursday, August 27, 2020, 10:00 - 1:00

Meeting Agenda

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

10:00 - 10:05

Welcome and Changes to the Agenda - Kim

Review to Approve [05 22 20 Meeting Minutes](#) – Kim

Kim gives overview of agenda. Nothing to add from BODs.

Review and approve meeting minutes. Kelly moves, Luke seconds approval of minutes.

Round robin of COVID-19 impact.

Shelley – open since June 2. Brief shutdown due to contact to contact scare. Looking at fundraising options, 60-70% drop in overall budget. Stressed for funds. August is usually busy for them, but it's looking more like March numbers. People are visiting from other states, TX, AZ, etc. Following guidelines for reopening.

Kelly- things fairly back to normal. Rumor a teacher was diagnosed with COVID this week.

Economic development-wise, things are back to normal. Not reliant on bed tax, so from a funding perspective we are ok. Big thing on our plate is COVID funding from state down to counties. Allocations have been given as S.P.A.R.K. (sp?) funds. Putting that money into grants for small biz and nonprofits. Been allocated \$90K, which is a small pot so the challenge is how to allot.

Ashley – Willa Cather reopened July 16. 100 visitors and 10 tours for the peak time that we have been open. Took advantage of PPE funds to retain staff and operations as usual. National endowment funds can be used to help keep staff and grow virtual learning opportunities. Next year is uncertain. Design development for new hotel will continue, but they won't move ahead with bidding or construction phase until they have raised enough funds to cover it.

Jarrod – echos Ashley. Additional sites have not opened, just Cather. Red

Cloud sales tax has set records and continues to; reflects business transactions from May or earlier. Once things open back up, the fear is that people will begin leaving Red Cloud to shop elsewhere (larger surrounding communities). Hope is that they've learned to value local businesses more. Daughter had symptoms so we all got tested. Back to working from home for now. Greater part of the last few months was spent getting caught back up. Virtual meetings eat up valuable work time.

Kyle – struggling along. Museum not opened back up yet. Raised money and are moving forward with construction project. Most nonprofits are closed still. Completed Waconda Springs replica with cultural center – been a positive, well received with tourists visiting. Other things have been on hold. Next year's funding is uncertain. Speculation is that they will not receive a bed tax allocation which is usually 20-30K. With lack of events, budget will likely be down by \$100K next year. Foundations that are giving money are focusing on education, trying to ride that train and offer it virtually on a cost effective platform.

Sue – yesterday humanities folks spoke on tourism. Unveiled updated tourism industry webpage. Marketing grants are being paid out. There will be a decrease in grant funds available next year. We've been able to silently launch a new brand logo. State tourism conference still set to be in-person in October; they are offering scholarships for conference registration. Registration is equal to what it has been in the past. Heartland byway conference still being planned. Strange having to plan for something that may not come to fruition. Kincaid bus tours were lost/fell through. Looking into another bus company – running 50% capacity – have to do 3 buses instead of 2, so our costs went up. Agritourism has been going strong – shopping local has increased – buying direct from farmers. Increase in sales that was not anticipated. Concern for local lockers saying they can't take deer this year because demand for beef processing is too high. State fair cancelled. New Kansas byways guide. K-dot is awarding transportation alternative grants, can be for improvements, Main St. focused. Government entities may apply. Luke – echo Kelly, back to normal to an extent. Mask requirements have been rescinded. Looking to see if their school system can have a full in-person year/term. Sales tax numbers are up 2-10%. If it gets back to 'normal' we may see a little struggle. S.P.A.R.K. money has bolstered people

across Kansas. If you lost more than 25% in sales from a previous period, you can apply for relief grants. Tourism looking at ways to diversify. Lake reached their annual numbers over 200k by May; it has been overrun. Airbnbs have been booked solid. People are looking to escape to small towns = opportunity to highlight cultural assets and staycations.

Kristin – tourism events shift away from international to state and regional. Expected to last through 2024 at least. 4-8 meetings per year and making them more regional. Airbnb is at peak popularity due to range in pricing and they are perceived as cleaner. Now is a good opportunity for communities to get customer trainings for management/marketing of Airbnb assets. The psychology of perceived cleanliness is interesting. In order to meet people's expectation/need to see proof of cleanliness it is now becoming commonplace to put janitorial tasks on display that were once intentionally kept behind-the-scenes. Helping businesses convert to protocols that clarify or exhibit cleanliness. Also working on a virtual agricultural conference, organizing viewing parties. Hybrid events/conferences will likely last for the next 5 years. Tech partners and more advanced tech becoming more sought after than ever before.

Caryl – crossroads exhibit launches this weekend. Traveling Smithsonian exhibit- very rurally based. All exhibit trainings have been virtual. Humanities KS has made a shift for marketing to be digital in addition to hard (paper). Up to local governance or individual museums and venues to decide what covid-19 protocols they will follow. So facing questions about whether to open public restrooms or not, etc. Hand sanitizing stations will be implemented. Taking notes from what other hosts do as the exhibit travels across the state. Lake is full –Coloradans coming in droves – somewhat concerning. Our town is back down to 0 active cases and has been for 4 weeks now. School activities are moving forward.

Roger – Hanging in there. Convention business dried up overnight. We get our income numbers 60 days behind and they showed: April 82% down, May 66% down, June 30% down. Dealing with the ramifications budget wise.

10:05 - 10:30 **Executive Director's Report** - Kim

1. COVID 19 Impact on Cultural Heritage Tourism - Board members report out
2. Becoming a 501(c)(3) Process Update:
3 steps closer in the process of becoming a nonprofit.
 - i. Required Documents:

1. [Articles of Incorporation](#) - completed
2. News Paper Advertisement - completed
3. [File your Form 1023 federal tax exemption application](#) - completed
4. File IRS Documents - ongoing; need your input
It will take 30-40 hours to fill out the IRS submittal form. Kim requests helpers.

3. Ad Hoc Committee (Kim, Luke, Ashley and Mark) - approach to garnering political support

Ashley is seeking advice on how to begin having conversations with elected officials in the midst of the forthcoming election. Going to meet with a DC rep who had success gaining support for her efforts to designate/dedicate the Ponca Chief Standing Bear Trail. Upfront, we know reaching out to eo's while they are back home in their districts (not in DC) is more productive.

Jarrold – standing bear trail made him think about Zebulon Pike Trail. He received an email garnering support for the project. Kelly & Luke both received similar emails. Regional meetings to garner support for the trail may be on the horizon. The trail would go through Red Cloud or be very nearby. NPS currently conducting a feasibility study on formalizing it as a National Historic Trail. Brian Pike, the great grandson of Zebulon Pike, is involved in helping garner support for the designation. The proposed trail will covers a good swath of our proposed NHA.

Next steps – approach political officials in Sept, back off in October. Important in terms of credibility.

10:30 - 10:40

Governance Committee - Chair, Carol Schlegel

1. [Bylaw](#) Review and Approved, 03_22_20
2. Other action items

Nothing to report.

10:40 - 10:55

Finance Committee - Chair, Kyle Peterson

1. Accounting Firm (?)
Kim recommends we look for an accounting firm to help us establish books and accounting system. Kyle emailed Ashley about fund holdings. Visited with Woods in Durham that he has used before. Not necessary to start the monthly audit through an accounting firm until we receive appropriations through grants. Once we get a funding source (Dane Hansen, etc) we will hold a vote in our following BOD meeting to get the finance committee on a registrar. Funds can be appropriated separately. Only need 1 accounting firm to audit month to month. Kyle has Quickbooks up and currently tracking funds/expenses. He recommends we appoint a formal grant administrator to our board. Oversight of the treasury and grant administration need to be autonomous. Kyle can't do both, but he would work closely with the grant admin. appointee.

10:55 - 11:15

Fundraising Committee - Chair, Jarrod McCartney

1. Fundraising Timeline
2. Grant Opportunities (need up to \$100,000):
 - a. [US Forest Service call for Proposals: National Landscape Scale Restoration Grant Program](#) (due July 31st, missed)
 - b. [The Nebraska Environmental Trust](#) (due Tuesday after Labor Day, September 8th)
 - c. Dane G. Hansen Foundation (monthly)
 - d. Others

Committee did not meet. Jarrod – we aren't a nonprofit yet, but we have established accounts. So if we do any fundraising now, what would we apply for grants as?

Kim thinks we should pursue nonprofit status first and then pursue grant funds as an official organization.

Kyle agrees that nonprofit status will give us credibility and better leverage for pursuing grants

Shayley offers that we should identify and target major assets within the region to apply for grants for us (under our umbrella so to speak.) We can work together to identify assets that can work with us collectively. Example: Orphan Train complex, as an entity that will become a key partner in our nonprofit, would apply for grant money that could be used towards our larger goals.

Kyle recommends we come up with a boiler plate grant that each asset can then submit/apply. It would come across cleaner that way.

11:15 - 11:30

**Communication and Marketing Committee - Chair, Kristin Malek
Documents to review for the committee:**

<https://drive.google.com/drive/u/0/folders/1gQ4vgOLgSVbpSgRKZSjSoaN8uLokgutb>

1. Webpage analysis
2. Maps
3. Quarterly Newsletter
4. Logo development
5. Partnership Meeting, January/February 2021?

Kristin – Facebook sharing/highlights getting good engagement. Kristin tagging orgs and people affiliated with bio shares, which gains traction and grows our audience. She's keeping track of social reach and logging metrics. Almost done with highlighting board members, so then we'll move into content/asset sharing. We'll alternate between asset features and current news/affairs – so please share anything upcoming! We'll continue to rely on organic growth and reach via Facebook to help us spread our message. Due to some recent changes in Facebook's platform for businesses, many are feeling it isn't the best place for them to exist/gain positive traction right now.

 - Everyone agrees we would like to pursue a website as our primary platform when we have the time/resources to do so.
 - Talked about a quarterly newsletter last time. What's the best time to launch that?
 - Logo colors, font, branding, etc haven't been reviewed since last meeting. Colors – we need to pin down a nonpartisan palette to represent our brand.
 - Kim's student has put together maps for us that represent current NHAs throughout the U.S. They also updated a regional map of the proposed KNNHA area for us. They will work on creating a

nationwide map with emerging NHAs as well.

11:30 - 12:30

Next Steps - September Work

1. Committee Brainstorming (20 minutes)
 - a. What to focus on over the next month? In the next three months?
Report out (10 minutes).

Roger - Governance committee – not sure of next steps.

Kyle - Relate financial support – getting assets to buy-in is needed. COVID is making Facebook and a website even more necessary for communicating our cause and making our initial ask during this time. Organize assets into regions/entities that can then work together to apply for grants.

Shayley – we need to create a boilerplate grant application to distribute to partners/assets.

Jarrold – cross committee work will be needed to pursue our next steps. Using the asset network model will be an initial way to fundraise. Assets should discuss/pursue cross-promotion: museum discounts for a member pass. Do we want to offer memberships, like supporters of KNHAP?

Kristin – memberships are losing popularity – orgs are increasingly moving toward fee for content fundraising models.

Kyle – we'll have official partners instead of paying/subscribing "members"

Kristin – what does everyone think of the color palette green, gold, light grey/blue grey, and black? BOD split on gray vs brown as the main neutral.

How can we move toward acting more like a heritage area? Can we provide some community offerings/trainings with board members? Forecasting trends, etc. BODs speaking on their different areas of expertise. This can be a way for us to offer support to our network of assets and communities during this time as well as build recognition and awareness for KNHAP. Once we've built our base/following, we can introduce NHAs as a concept. Brainstorm topics to distill for future webinars/panels. Topics should be based on community need/desire. Kristin made a list of potential topics and encourages any additions. Good to link back to our themes. In terms of frequency – once a month offerings. First Friday or Fourth Fridays –something easy to remember.

2. **Next Meeting**

Thursday, October 29 from 10-1. Potentially could be in person in Lincoln, KS. TBD.

12: 30

Adjourn

Meeting adjourned at 12:12 p.m.

Kansas Nebraska Heritage Area Partnership Minutes
Board of Directors Meeting

Meeting via Zoom: <https://unl.zoom.us/j/92900312634>
Thursday, October 29, 2020, 10:00 - 12:30

Meeting Agenda

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

- 10:00 - 10:05 **Welcome and Changes to the Agenda** - Kim
Review to Approve [07_27_20 Meeting Minutes](#) – Kim
Motion passed to approve minutes.
- 10:05 - 10:30 **Executive Director's Report** - Kim
1. COVID 19 Impact on Cultural Heritage Tourism - Board members report out
Roger -Long road to recovery for the tourism industry. Conference business dried up overnight and continues to be cancelled into the future. However, leisure travel, especially to rural areas, is on the rise.
Kristin -In-person events expected to return to pre-COVID numbers in 2023, but virtual option will remain popular for many more years to come.
Presidential events/rally's have been linked to the spread of COVID recently.
Ashley – local construction projects fueling bed tax in Red Cloud.
Caryl - Norton made national headlines when 100% of their nursing home residents contracted the virus. 25% of them have lost their battle. Traveling exhibit coming through, with limited entrance capacity paired with virtual aspects.
 2. [Becoming a 501\(c\)\(3\)](#) Process Update:
 - a. Process:
 - i. Required Documents:
 1. File IRS Documents - Form 1023 Submitted (the last)
Kim will submit final filing papers today. Not as time intensive as initially thought. Jim Ogle said about a 65 day processing is what to expect.
 3. Ad Hoc Committee (Kim, Luke, and Ashley) - approach to garnering political support
Ad Hoc committee's goal is to position KNHAP before elected officials.
 - a. [Letter of Support](#) - KS - 19 signatures, NE - 8 signatures
The committee authored a letter and had 27 partners endorse KNHAP. 19 endorsements from Kansas, only 8 from Nebraska.
Hoping to get 10 more from NE - **Jarrold has several asks already out – hoping to get 5 within the week.** Doesn't matter if the endorsements from KS & NE are equal, as long as we have support in collective numbers.
 - b. [Political Support](#)

- i. List of elected officials
- ii. Contact person
Committee has developed a list of contacts to reach out to for senators, legislators, & governor's office. **Board members were assigned to follow up with various political figures.**
- iii. Letter of support, white paper and email template (TBD)
Ashley will develop an email template with which to approach political figures.
- iv. [NHA Act of 2019](#) and [Position Paper](#)
"By creating a system of NHAs, H.R. 1049 would bring much-needed uniformity to the way NHAs are designated, managed and assessed, and provide Congress with an enhanced ability to conduct oversight of the program."
Kim will write an overview of legislative updates/support with respect to Heritage Areas.
 - 1. Increase funding
 - 2. Re-authorize all NHAs for 15 years
 - 3. Funding based on criteria and evaluation of yearly plans
 - 4. Set-up a procedure for establishing a NHAs outside of requiring Congressional approval
- v. Timeline - after the elections
Timeline: Kelly – do we need to wait until newcomers are "settled in"? **Wait until January to reach out to newly elected officials.**
Luke will reach out to Jim Ogle to figure out the temperament of people we'll be reaching out to.

10:30 - 10:40

Governance Committee - Chair, Carol Schlegel

Kelly- Governance committee has not met. What are we meant to be working on? Kim will join breakout to give direction. Action Items for Governance committee: **Develop a list of additional members to put on our board. Experts needed to help us navigate the FS and tax filings & auditing procedure for nonprofits.**

10:40 - 10:55

Finance Committee - Chair, Kyle Peterson

1. [Asset Contacts](#)

Kyle – Met with Shayley to decide how to move forward with gaining local assets as partners. Lots of historical assets with potential to help us fundraise. Most entities have been heavily affected by COVID, so it may be difficult/a difficult time to try to gain their support, financially or otherwise. In the process of developing a template for Community Foundation Grant – up to \$5,000. All nonprofits have ability to tap into this money, so we plan to develop a template for them to apply for this grant money as a partner of KNHAP, as a pass through so to speak.

2. Central National Bank

Central National Bank in Beloit needs a copy of the minutes where we voted to utilize them as a bank and an official letter from the officers stating board members that will have access to the account. This bank was selected in part because it is easily accessible to both Kyle and Ashley. **Will need to officially vote to use them as a bank after we become a nonprofit. May need to give them bylaws too.**

10:55 - 11:10

Fundraising Committee - Chair, Jarrod McCartney

1. Fundraising Timeline - update
2. Grant Opportunities (need up to \$100,000)
Jarrod – currently focusing on expanding the fundraising committee to track down opportunities that exist for fundraising. **Action Items: What funding is available? What processes do we need to prepare to be able to immediately be able to pursue funding?**
FS & Fundraising will be our main focus in the initial years. We have to have at least \$100k to pay for the FS.

11:10 - 11:40

Communication and Marketing Committee - Chair, Kristin Malek

Documents to review for the committee:

<https://drive.google.com/drive/u/0/folders/1gQ4yqOLgSVbpSgRKZSjSoaN8uLokgutb>

Kristin – marketing committee met last month, split up duties. Our projects have undergone two rounds of edits. Social media has been active. All board members have been featured on Facebook. We're now beginning to feature assets and events. There was better engagement and greater reach on our board member highlights than there has been with other content shared. So keep in mind as you share ideas for us to post that people and pictures play better than links to grants, events, etc.

Kim – engage partners that have signed letters of support to feature on social. **Kim will provide contacts for folks that submitted letters to the marketing committee.**

1. Updated Logo
Jenna showed expanded logo/image options and marketing team noted board feedback. **Jenna to update logo per board recommendations prior to next meeting.**
2. PD Trainings – Present to Board
Professional Development Trainings – potential for us to use our expertise to add value to KNHAP as a resource. Hoping for commitment from the BOD to offer webinars twice a month, which keeps up engagement better than once a month. Ideally will be offered 2nd & 4th Fridays around lunchtime (11-12?) and focus on topics that are timely (COVID impacts & recovery), as well as topics in which board members have expertise. Timeframe & talking time will be 1 hour: 5 minute into/background into our NHA; 5 minute intro to panelists/speakers; 30 minute dialogue/conversation on subject matter between panelists; 20 minutes for question/answer. At least one board member will be assigned to each session. They will help moderate/facilitate discussion and ask pointed questions to keep the conversation sharp.
Sue – a script would be helpful for panelists. Doodle poll sign-up for dates should be available.
Jarrod – likes timeframe, topic is good but we may not be representative of the larger struggle that DMOs have faced. Happy to join in on cultural heritage tourism and community revitalization. Who would be watching? It would be advertised thru FB. Speakers and board members would also share it within their respective networks. Audience will certainly be topic-dependent.
Kyle is happy to join as a panelist for cultural heritage tourism. He advises we strategically pull in/invite panelists that already have established followings.
Kristen will follow up with board members to sign-up for a topic.

Start webinars in January? Kim – concerned about capacity of the board to be able to contribute in addition to increasing commitments as we become a nonprofit.

3. Plans for Newsletter

Quarterly, email newsletter in the works. January, March, July, September will be the months the newsletter is sent out. Content will include: updates on KNHAP, webinars, events, upcoming news, grant cycles, etc. Any other topics to add?

Kim – topics should be standard in every newsletter: FS should always be featured; asset or event highlight; upcoming webinar feature.

Recommends first newsletter be launched once we become a nonprofit.

4. Draft Website

Kristen has had her intern draft a website. Just a draft currently. Design aspects are easy to change, but content wise, is there anything we should add/subtract?

Kim – Big Sky's website is a good one to mimic for emerging NHA.

Needs to have a better task bar. Sue - Make sure the font size is readable for older eyes and there is enough contrast between the text and background to make everything easily legible.

11:40 - 12:10

Next Steps – November/December Work

1. Committee Brainstorming (20 minutes)

a. What to focus on over the next month? In the next three months?

2. Report out (10 minutes)

Governance: Kelly- produce list of potential board members. Plan ahead for term limits.

Finance: Kyle: Strategize how we can utilize local assets to apply for grant funding. Get on the same page with Fundraising committee about how we'll go about that.

Fundraising: Jarrod - commit to meeting together once a month. Get better organized. Draft "ask" assignments for other board members. Organize a timeline of grant deadlines. Template letter drafted and targeted to make more intimate asks at the local level. Meet with finance committee to see what our target goals are.

Kim - Wait until next year to begin making asks. It will make our accounting/tax filing for 2020 easier.

3. Next Meeting, Thursday, January 21st. Proposal for 2021, go back to once a month, alter f2f and virtual meetings.

Kim – next meeting's proposed date: Thursday, January 21, 2021. At that meeting, let's consider going back to meeting every month, alternating in-person and virtual.

Mark Engler – everybody is doing great work. Impressed with our nonprofit efforts, communications, etc. Excited to witness our continued success.

12:30

Adjourn

Meeting adjourned at 12:13 p.m.

Kansas Nebraska Heritage Area Partnership

Board of Directors Meeting Minutes

Meeting via Zoom: <https://unl.zoom.us/j/92900312634>

Thursday, December 17, 2020, 10:00 - 12:00

Attendees: Kim Wilson, Luke Mahin, Kristin Malek, Jenna Bartja, Caryl Hale, Shayley George, Kelly Larson, Sue Stringer, & Jarrod McCartney.
Attendance does not meet quorum. All votes and board approvals deferred to January meeting.

Meeting Agenda

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

- 10:00 - 10:05 **Welcome and Changes to the Agenda** - Kim
Review to Approve [09_29_20 Meeting Minutes](#) – Kim
- 10:05 - 10:30 **Executive Director's Report** - Kim
1. COVID 19 Impact on Cultural Heritage Tourism - Board members report out
 2. [Becoming a 501\(c\)\(3\)](#) Process Update: Documents submitted 10-30-20
You successfully submitted your Form 1023 user fee payment to Pay.gov and the details are below. You can expect to be contacted about your application by the IRS within 180 days from the date you submitted it. After 180 days, if you haven't been contacted, you can call the toll-free Customer Account Services number, Monday through Friday, 8 a.m. - 5 p.m. (local time), at 877-829-5500 to check on the status. You will need to provide your name, your employer identification number (EIN), and the date you submitted your application when calling.
 3. Ad Hoc Committee (Kim, Luke, and Ashley) - approach to garnering political support
 - a. [Letter of support](#).
 - b. [Political Support](#)
 - i. List Elected Officials and Contact Person - [Kansas](#) and [Nebraska](#)
 - ii. [Letter of support](#), white paper and [email template](#)
Board members beginning to send out emails to assigned elected officials. Jim Ogle has been difficult to reach due to an illness (not related to coronavirus).
- 10:30 - 10:35 **Governance Committee** - Chair, Carol Schlegel
Kelly is the only member present. Kim will chat with this committee in breakout.
- 10:35 - 10:45 **Finance Committee** - Chair, Kyle Peterson
1. [Asset Contacts](#)
 2. Central National Bank
- 10:45 - 10:55 **Fundraising Committee** - Chair, Jarrod McCartney
1. After the 501(c)(3) is finalized, we can go forward separate bank accounts in Beloit and Superior.
 2. Review the potential funders list on Google Drive and see who we might

- have a connection with and to add additional names to the list.
3. Secure a mailing list for year-end ask letters, etc.
 4. Probably need to reintroduce ourselves. We are thinking that it might be a good idea to simply invite potential stakeholders to a webinar that you and Kristin host explaining who we are and what we want to accomplish.
 5. Another press release will make it easier to raise some initial funding from organizations rather than cold calling them.
 6. Each subcommittees put together a budget request—or basically just an estimate of what their costs will be in 2021-22. Obviously the Feasibility Study will be the biggest component of the budget/fundraising.
Shayley working on building a network of potential grant applicant partners.

Kim: committees should communicate fundraising opportunities as well as potential spend to the fundraising & finance committees. As we move into 2021 and begin to seek funding, more inter-committee dialogue and communication will be needed.

10:55 - 11:30

Communication and Marketing Committee - Chair, Kristin Malek
<https://drive.google.com/drive/u/0/folders/1gQ4ygOLgSVbpSgRKZSjSoaN8uLokgutb>

1. Updated Logo for Approval - board members share impressions and critique.
 Kelly: concerned text to logo ratio is too small – recommends enlarging text. Likes #2 color palette minus gray outline, likes #4 as well.
 Shayley: likes #2 best minus the gray outline. Likes #4's simplicity but likes #2's colors. Prefers Heritage Area Partnership to be written underneath the logo, so the text size can be larger throughout. Prefers counties being outlined.
 Caryl: likes #4 for its simple color scheme. Do we have to have the counties outlined? Prefers a more abstract design/shape.
 Sue: likes #2 aesthetically, but text needs to be larger in all of them. Feels having the counties outlined can help with our fundraising/messaging.
 Jarrod: likes #2 & #4 the best. Feels county lines are important to include for fundraising purposes & partner buy-in.
 Kim: downsides to having the counties is that the feasibility study area may change. Defers to the board at large for the final call but personally likes #4 the best.
 Kristin: Do we just have to choose one design or can we use two or more renditions in different contexts? Will email #2 & #4 to the board for further review/vote.
2. Webinar Series Name and Justification
 Webinar series will be titled *Rural Tourism Series*, with a subtitle relaying the content being offered.
 Kim: Does everyone agree this title resonates?
 Shayley likes all parts of it.
 Kelly's first thought is that it may be a little too general. Where's the connection to KNHAP? As long as KNHAP is being featured in some way, it's OK.
 Luke: Let's make sure the title page photo is from within our region.
 Kim: Likes the cover page image but agrees it needs to be relevant to

and preferably of our study area. Perhaps get the image to incorporate a rural town.

Kristin: A schedule and template for the webinar series will be emailed out to the board.

Panelists will need to meet prior to each session to make sure content is not duplicitous. Intern will handle tech, and all webinars will be recorded & links can be made available for replay via YouTube, Dropbox or other similar platform.

Webinars will be marketed through FaceBook, KNHAP newsletters, and our individual channels + extensions. The webinars will take place 2nd & 4th Fridays each month, from 1-2 p.m. [Link schedule in minutes HERE](#).

Zoom will be the platform. Probably won't have high attendance to the first few. Luke: maybe do FaceBook live to increase visibility/reach?

Kristin: we could do that. Panelists will be able to see and answer questions in real time, but my intern can help facilitate by reading aloud any unanswered questions at the end.

3. Newsletter Items and Order

Our newsletter will be a quarterly, text based email (short). It will primarily serve to update recipients of KNHAPS progress, bring attention to our upcoming webinars, and feature assets within the study area.

The marketing committee came up with a list of topics that would be included. Does anyone have any comments/preferences about the order in which we display this information?

Kelly: recommends the first couple times we send out the email we introduce ourselves first. As time goes on and we gain brand recognition, we can prioritize webinars and more urgent news at the top of the newsletter.

Shayley agrees with Kelly.

Kim likes the look of UNL's newsletter.

Kristin: UNL uses constant contact, which we'd have to pay for. There are also other benefits to using personal email instead of Constant Contact, which typically goes to spam.

Each board member will be asked to share 20 contacts that they think would be interested in receiving KNHAP newsletter emails with Kim.

11:30 - 12:00

Next Steps - Work for January meeting

1. Committee Brainstorming (20 minutes)

a. What to focus on over the next month? In the next three months?

2. Report out (10 minutes)

3. Next Meeting, Thursday, January 21st. Proposal for 2021, go back to once a month, alter f2f and virtual meetings.

Attendees agree to a 2 hour meeting once a month starting in January of 2021.

12:00

Adjourn

Meeting adjourned at 11:16 a.m.