A) CALL TO ORDER

B) PLEDGE OF ALLEGIANCE AND INVOCATION

C) ROLL CALL & APPROVAL OF THE AGENDA

D) CITIZEN COMMENTS
   All comments are limited to a maximum of three minutes for each speaker. In accordance with the Open Meetings Act, City Council members may not discuss or take action on any item that is not on the Agenda.

E) RECOGNITIONS, PROCLAMATIONS, AWARDS & NOMINATIONS
   1. City of Greensburg Tree Board
      a. Randy Rinker (May 31, 2017)

F) CONSENT AGENDA
   These items are routine and enacted by one motion. There will be no separate discussion of these items unless a Council member so requests. Any consent agenda item can be removed and placed on the agenda as an item of business.
   1. Approval of Minutes
      a. Regular Meeting – February 6, 2017
   2. Appropriation Ordinance
      a. Ordinance #1094

G) ITEMS OF BUSINESS
   1. Marketing Presentation – Apples and Arrows
   2. Luminous Neon Contract
   3. Park Committee – Swimming Pool Park
   4. Business Park – USDA Grant Discussion

H) CITY ATTORNEY’S REPORT

I) CITY ADMINISTRATOR’S REPORT

J) GOVERNING BODY COMMENTS

K) ADJOURNMENT

NOTICE: SUBJECT TO REVISIONS

It is possible that sometime between 5:30 and 6:00 pm immediately prior to this meeting, during breaks, and directly after the meeting, a majority of the Governing Body may be present in the council chambers or lobby of City Hall. No one is excluded from these areas during those times.

To be placed on future agendas please contact City Administrator Kyler Ludwig at administrator@greensburgks.org or call City Offices at 620-723-2751.
A) CALL TO ORDER
Mayor Robert Dixson called the meeting to order at 6:00 p.m. on February 6, 2017.

B) PLEDGE OF ALLEGIANCE AND INVOCATION
The Pledge of Allegiance was said and the invocation given by Dixson.

C) ROLL CALL & APPROVAL OF THE AGENDA
Council present: Mark Trummel, Rick Schaffer, and Sandra Jungemann. Matt Christenson and Haley Kern were absent. Trummel made a motion, seconded by Jungemann, to approve the agenda as presented. The motion passed 3-0.

D) CITIZEN COMMENTS
Judy Kirk, PAC Greensburg, stated that she was aware of the donation made to the City by Mr. Wise. Mr. Wise was the first donor to PAC and his generous donation was locally matched. PAC has the funds for the first sculpture to be placed in Starlight Park. They also have $5,000 for concrete and the wood for the benches. Luminous Neon has provided a quote for the plaques to be placed on the benches and the storyboard. The storyboard will be easy maintenance and was quoted at $3,500. The group is also seeking funds for landscaping. Once construction of the park is underway, Kirk anticipates additional purchases of paver bricks from citizens. The group is also applying for 2 grants this week. Kirk requested Council consider a $4,000 donation to PAC from the Wise donation.

E) RECOGNITIONS, PROCLAMATIONS, AWARDS, & NOMINATIONS
KMEA Bylaws require each Member City to have 2 Directors and 1 Alternate on its Board of Directors. Each Director is appointed by the Governing body to serve a two year term. The term for Director #1, Jungemann, expires April 30, 2017. Jungemann is willing to serve an additional two years. Schaffer made a motion, seconded by Trummel, to appoint Jungemann to a term expiring April 30, 2019. The motion passed 3-0.

F) CONSENT AGENDA
Trummel made a motion, seconded by Schaffer, to approve the consent agenda as presented. The motion passed 3-0.

G) ITEMS OF BUSINESS
1. Tablet Tutorial
City Administrator Kyler Ludwig provided Council a brief tutorial on the use of tablets purchased for their use. The purchase was approved as an effort to reduce printing costs and to allow for Council to have more access to information. The City has moved to a paperless agenda for the Governing Body.

2. Tornado Donation Discussion
Since the 2007 disaster, the City has received many donations from private parties to assist the community’s rebuilding efforts. Ludwig requested direction from Council on which projects funds should be directed towards. Ludwig has received a few recommendations from citizens on where those funds should be allocated to: creating a trail system; completing the park adjacent to the swimming pool; developing the open space across from City Hall; helping with the sculptures and landscaping at Starlight Park; matching funds for a Mariah Fund Grant for a tourism project. Council discussed ways that funds have been used in the past
(swimming pool construction). Christenson liked the idea of using funds toward the pool park and feels committed to the Starlight Park project. He does not feel that a trail system is a necessity as the community is very walkable. Christenson stated that a plan and cooperation are obstacles in the open space project. He would like to see more information on what the tourism grant project would be and know what the city share would be before committing donation funds.

With Dixson, Jungemann, Schaffer, and Trummel concurring that the pool park and PAC projects should be the current focus, Trummel made a motion, seconded by Schaffer to give $4,000 of the Wise donation to PAC. The motion passed 4-0.

Council briefly discussed moving forward with the pool park project. Suggested items for the park were a picnic shelter, playground equipment and trees. Ludwig stated that this project will be a future agenda item. Dixson suggested a committee of citizens be formed to make recommendations to the Council. He also recommended that a Council Member be on the committee to ensure clear communication between Council and the committee. Ludwig and Dixson will bring possible names for the committee to the next Council Meeting.

3. Water and Sewer Rate Discussion

2013 was the last adjustment to water and sewer rates. The adjustment was done in anticipation of estimated water treatment plant operating costs. Ludwig anticipates that repair costs will increase in future years. Council was provided an analysis of revenues, expenditures, usage, and rates from 2010-2016. The water fund, in 2014-2016, showed a loss of income due to reduced usage. In previous years citizens were putting in new yards and in 2016 the region received more rainfall than in previous years. Expenditures shown on the analysis for 2016 did not include the $15,000 taken from the reserve fund to replace the water treatment plant impellers. Recent sewer fund budgets have made no effort to invest in reserve funds. Staff has made payroll adjustments to reduce expenses. Only 75% of one employee’s salary is coming from the water fund and 75% of another from the sewer fund. The additional 25% of the salaries are being supplemented by the electric fund. Currently the water and sewer funds are healthy, showing approximately 1 year of cash funding available. Ludwig encouraged Council to look at adjusting rates in the future.

Dixson would like to see another year of water plant operation to see if the amount of profit loss is a pattern. It was noted that an increase in rate most generally spurs water conservation, and these funds are usage driven. Ludwig clarified for Council that the 2013 rate adjustment was done in hopes of producing $5,000 capital outlay for both the water and sewer funds.

4. Land Bank Signs

Taylor Printing has provided Ludwig a quote for signs to be placed on the City’s Land Bank properties. For 20 aluminum signs printed on two sides without any frames the cost is $25 each. An additional $25 would be needed to purchase frames from Taylor Printing or staff would need to make their own. The total price would be $400 ($800 with frames). For 20 corrugated plastic signs printed on two sides (stakes included) the cost is $8.60 each. Total price would be $172.00. Staff recommended using the plastic signs as a test to see what type of response would be received from the community. Ludwig has received a possible design from Tourism Director Stacy Barnes. The consensus of the Council was to use Barnes’ design and purchase 20 plastic signs.
H) CITY ATTORNEY’S REPORT
City Attorney Gordon Stull reported that he has contacted the attorney for KPP to determine which agreements and contracts between the City and KPP are in effect. There are two separate contracts, an operating contract and a power purchase contract. Ludwig will follow-up with KPP.

I) CITY ADMINISTRATOR’S REPORT
Ludwig discussed the following topics:

City Council Meeting: The next regular council meeting will be on Monday, February 20th. The County Commission Meeting was rescheduled, but President’s Day is not an approved City holiday.

Pet Registration: Pet registration and vaccination must be done before March 1st. Pet owners have been notified through a postcard, city newsletter, and other city communications. Registration costs will increase for those who fail to register before the deadline. The City is hosting a pet clinic February 16th from 11-2 pm.

Ice Storm Clean Up: Staff has closed the temporary limb drop off site. All other limbs and branches must be taken to the landfill.

Tourism Marketing Pitch: The Tourism Board is continuing to work with the marketing firm Apples and Arrows to put together a tourism marketing plan. Ludwig presented a sample of the proposed work that the council will review at the next meeting.

USDA Business Park Discussion: Staff is working with representatives from USDA to price out the Business Park lots. This is scheduled to be a discussion topic at the February 20th meeting.

Insurance Quotes: The City’s insurance renewal is scheduled for April 1st. Peoples Insurance is collecting quotes from 3 companies for the governing body to review.

KDHE Water Operator: KDHE has notified staff that a Class II certification will be required for our water utility. This requirement conflicts with information given to the City previously. Staff is working to determine if additional certifications are needed.

J) GOVERNING BODY COMMENTS
There were no additional comments from the Council.

K) ADJOURNMENT
With no additional items to discuss, Dixson declared the meeting adjourned at 6:51 p.m.

___________________________________   ________________________________
Robert A. Dixson, Mayor     Christy Pyatt, City Clerk
## APPROPRIATION ORD 1094

### 02.20.2017

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**PRE-PAID TOTAL**

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**REPORT TOTAL**
TO: Mayor and City Council
SUBJECT: Marketing Plan
INITIATED BY: Greensburg Tourism/ Kiowa County Economic Development

Background:
As a joint effort the City’s Tourism Board and the Kiowa County Economic Development Board hired Apples and Arrows to help give direction through a community marketing plan. Materials put together by Apples and Arrows will be used for billboards and advertisements.

Recommendations/Actions: It is recommended the City Council:
Receive and file the marketing plan from Apples and Arrows.

Greensburg Proposed Video Concepts

**General Overview Video**

Greensburg is a unique city, boasting a distinct history, and a bright future. Though we are most widely known for the tragedy that befell our city, we refuse to be defined by it.

Rather than rebuild what was, we envisioned what could be - and we built it.

As we look ahead, the next chapters in our story require the same intentionality, cooperation and passion as our rebuilding took. Our work is far from done.

We are pioneering community. We invite you to experience it for yourself.

To learn more, head to GreensburgKansas.org.

**10-Year Anniversary Video**

10 years ago our city was forever changed. But out of the tragedy came a hope and a vision for our community - and an unwavering commitment to pioneering community. A new way of thinking what a small town in rural Kansas can and should be.

So we built it. We broke new ground, courageously leaving behind what is known for the promise of what might be.

And here we are. Looking back at how far we've come. And looking ahead to the next horizon for us to stride toward with intentionality, cooperation and passion.

We invite you to join us on this journey. To learn more and to celebrate with us, head to GreensburgKansas.org.
Greensburg Digital Marketing Plan

Digital Marketing Audit
Start with a baseline. These will be the metrics that inform your strategy and the non-financial numbers that you measure your success by:

- Monthly visits to your landing page
- Monthly referral traffic
- Monthly visits from social media
- Monthly visits from email campaigns
- Size of email list
- Facebook Likes
- Instagram Followers
- LinkedIn Followers

Primary Objective
- Promote Greensburg as a worthwhile option for a day trip or stop on a traveler’s way to another destination

Tactics
Paid Search
We’d recommend leveraging the Google Display Network to get the word out about the offerings available in your city. This is distinct from paid keywords - these are actual display ads on websites that potential visitors would visit while perusing the Internet (CNN.com, kansas.com, ESPN.com, etc.).

Geographic Targeting
- 150-mile Radius around Greensburg - this is a reasonable distance to expect people to drive for a day trip, and will target people driving along the highways to other destinations.

Budget
We recommend starting with a daily budget of $20 a day ($600/month) for three months. This will give us a healthy baseline to determine what kind of traffic can be generated to the website, and what visitors do on your website once pointed there.

This budget is based upon impressions, so we would train you how to review the analytics of your ad campaign to determine effectiveness and make any necessary adjustments.

Creative Recommendation
For the first month of the campaign, we’d recommend running brand-specific ads using the new “Pioneering Community” creative. This will begin to build recognition for the new colors and visual vocabulary of the brand.

Moving forward, the ads could be adjust to start promoting specific events happening in your city that would be relevant/interesting to potential visitors.

Ad Sizes
- 250x250
- 320x50
- 300x250
- 160x600
- 728x90
- 300x50

Apples & Arrows 111 S. Market, Wichita, KS 67202 p. 316.260.1505 applesandarrows.com
Organic & Paid Social

Facebook & Instagram

The current posts of the Greensburg Facebook page are definitely targeted to current residents. But if there are posts that would be of interest to those outside your community (such as the suggestions below), we think leveraging Facebook’s “Sponsored Post” feature would be helpful.

External Audience Content
- General Overview Video
- 100-Year Anniversary Video
- City-wide events
- 10-year anniversary photos
- Attraction spotlights - video or photos

Traditional Media & Events

Kansas Magazine

For a publication like Kansas Magazine, we’d recommend doing fewer buys at a larger size. The quarter-page ad is simply too small to get noticed (Editor’s Note: though your new creative is sure to help break through the similarity of the other ads).

That said, we think it’s hard to justify the expense of these ads as a driver for the objective. The only reason we’d recommend continuing your partnership with this magazine is if you can increase the size of your ad to a half- or full-page, or if the editorial coverage justifies the expense - which we think would be hard to accomplish.

Mother Earth News Magazine & Fair

Based on the media kit, we think that this could actually be a good publication to partner with. The audience seems to align with people who are predisposed to be interested in visiting your city. But similar to our recommendation above, smaller ads are easy to ignore - even easier than other ads - in magazines. If you can afford to run full page ads or get editorial coverage in the publication for a minimal fee.

For the Fair, we believe that this is a great opportunity to showcase your city to a regional, interested market, and would recommend continuing your involvement.

Billboards

Your billboard locations are strategic, and if the budget allows, we’d recommend keeping them in your marketing/media plan. If boards further out along Highway 54 become available, we’d recommend considering adding them to the mix.
VISIT GREENSBURG
THE SMALL TOWN REIMAGINED
39 MILES AHEAD | GreensburgKansas.org
TO: Mayor and City Council
SUBJECT: Electric Sign Maintenance Agreement
INITIATED BY: Greensburg Tourism Board

Background:
In 2008 the Lions Club and Rotary Club donated an electric billboard that was placed on the North side of the Sunchips Business Incubator. The cost of the sign was approximately $40,000. The sign is used to advertise local community events. The City has maintained this sign through a contract with Luminous Neon. Funds for maintenance have historically come from the City’s transient guest tax budget. The contract with Luminous Neon has ended, and the Tourism Board discussed the new proposal at their February 13th meeting. The new contract at $333/month includes a 20% price increase from the previous contract ($275/month). The consensus from the Tourism Board was not to renew the sign maintenance contract. The board felt that the sign was not worth the proposed maintenance costs. This issue was referred to the council as the contract exceeds $5,000, and because the sign was a significant community investment.

Analysis:
Since 2010 Luminous Neon has tracked the work performed under our contract agreement. The sign has a logged 149.616 hours of maintenance at a cost of 200.00/hr. Accounting for costs of parts and labor, the maintenance value is estimated at $42,025.90. These costs have increased since 2014 when the sign’s warranty expired.

The City’s staff does not have the training to repair this sign. If the sign breaks in the future work will likely need to be performed by Luminous Neon at their standard rates. The City can

1- Enter into a 24 month maintenance contract with Luminous Neon for $333/month.
2- Continue running the sign without a maintenance contract, and pay for needed repairs.
3- Look into options of selling or donating the electronic signs.

The Council does have the authority to sign the maintenance agreement without the support of the tourism board.

Recommendations/Actions: It is recommended the City Council:
Discuss the options and review the merits of the donated electric sign.

Attachments: Exhibit A: Luminous Neon Contract, Exhibit B: Sign Maintenance
ELECTRICAL SIGN MAINTENANCE AGREEMENT

1. This Agreement, made and entered into this ____ day of December, 20 ____ between LUMINOUS NEON, INC., hereinafter called the Company, and City of Greensburg of Greensburg, KS hereinafter called the Customer, witnessed:

2. The Company agrees to furnish the specified Maintenance Service, operating the Electrical Sign (Signs) of the Customer at the premises at Hwy 54 & Main Street, City of Greensburg, KS.

SIGN SPECIFICATIONS

3. Frequency of Maintenance: quarterly; Number of Signs: 2; Sides Illuminated: 2; Shapes of Signs: rectangle;
   Size and reading of Sign(s) and Color of Sign(s) when illuminated:
   EMC: 4' x 8' 19mm. 64x112, RGB color LED (black background/cabinet)
   ID copy: 17.5" reverse-channel aluminum letters (green enamel finish), with internal-LED illumination (white), mounted inside an inset aluminum cabinet (white enamel finish)
   LOGO: (2) raised aluminum channel, with trim/plex faces (green/white vinyl) with internal-LED illumination (white), mounted on a painted aluminum polecover section (green) with "Rotary" & "Lions" digitally-printed decals (non-illuminated). S-shaped polecover trim is anodized aluminum;
   Approximate size of sign(s) 14' 6"h x 9'w (overall)
   Flashing Effect "message center";
   DAYTIME color scheme: Background (see above); Letter Background (see above).

4. The Customer shall have the option of illuminating this sign (these signs) at his own will.

5. The Company agrees to service the above signs, in accordance with the following specifications, as a part of this contract.

MAINTENANCE SPECIFICATIONS

6. The Customer agrees to provide and pay for all electricity used in the operation of the Electrical Signs, which current shall be 60 cycle, alternating current, and 115 volts.

7. The Customer agrees to use the above specified Maintenance Service for a period of twenty-four (24) months and to pay the sum of Three hundred thirty-three and 00/100 Dollars ($333.00) per month, plus applicable taxes monthly in advance, during the life of this agreement, payments to begin 3/1/17.

8. The Customer further agrees to pay the sum of Zero Dollars ($0.00) plus state tax $0.00 upon the signing of this agreement. This down payment is nonrefundable and will not apply as part of the liquidated damages as stated in Paragraph 1 of Terms & Conditions.

9. It is further agreed that this agreement shall be deemed renewed for additional period of "to be negotiated" (x) months at a monthly rate of "to be negotiated" Dollars ($x) together with an adjustment based on the Bureau of Labor Statistics cost of living index to compensate for changes in the price level plus applicable taxes, payable monthly in advance at the expiration of any term of this agreement, unless at least thirty days before the said expiration written notice shall be given by either party to have said agreement terminated.

10. No verbal contract or agreement contrary to any of the terms, specifications and conditions of this contract has been made and both parties hereto also especially agree to all standard Terms and Conditions contained on the reverse side of this Agreement, which are hereby made a part hereof.
TERMS AND CONDITIONS

1. If there be default in payment of any monthly rate as herein provided or other condition as herein expressed, or upon the happening of any contingency Company shall feel insecure or the sign be placed in jeopardy, or if circumstances require a cancellation of this Contract, it is hereby agreed that in any such event the Customer shall pay the Company upon demand as liquidated damages, 60% of the sum of the monthly payments that would accrue during the unexpired portion of the Contract, which sum is agreed to be the actual loss which would be suffered by the Company in such event.

2. This contract is made by the Company upon the condition that the performance by the Company shall be subject to delays by strikes, breakage, fires, unforeseen commercial delays or act of God.

3. In the event of the failure of the sign to operate so as to seriously impair its advertising value through any fault on the part of the Company, the Company shall cause the same to be repaired. Upon such failure to operate, the Customer shall notify the Company, in writing and the Company shall, if practicable, cause the sign to be put in proper repair within ten (10) days after receipt of such notice, and if the same shall be so repaired in such period of time, the Customer shall be entitled to no reduction in billing or claim for damages on account of such failure. In event the sign shall not be operable, because of fault of the Company, for a greater period than ten (10) days after the Company has received notice of the sign’s disrepair, the Customer shall receive credit for the actual time of no service after the ten (10) day period.

4. All of the Terms and Conditions hereof shall be binding upon the successors, assigns and legal representatives of the respective parties, but no assignment hereof shall be made by the Customer without consent in writing of the Company.

5. It is agreed that the Customer shall not remove the sign from its present location nor permit other signs to be attached to it, nor permit painting or construction work to be done on or near the sign, without the consent in writing of the Company.

6. The Company shall not be liable for repairs to the primary circuit of wiring to the sign, nor for any portion of the sign not furnished and installed by the Company, nor for injury or damage to any person or property other than for the herein described Sign Maintenance.

This Contract is subject to approval of an Officer of the Company and is not binding on the Company until so approved.

Salesperson

Approved:

Luminous Neon, Inc

Customer

By

Company Officer

Date

Title
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TO: Mayor and City Council
SUBJECT: Temporary Park Board Committee
INITIATED BY: Greensburg Tourism Board

Background:
At the February 6, 2017 meeting staff was directed by council to put together a committee to review the development of the park adjacent to the new city pool. Staff reached out to the members of the Davis Park Relocation Advisory Committee to see if they would be willing to meet again and discuss the parks future development. Staff has also reached out to the Tree Board for recommendations on plantings.

Analysis:
The following individuals have agreed to meet and discuss the development of the park adjacent to the city pool:

Davis Park Relocation Advisory Committee
Peter Blanton
Wanda Booth
Donna Crites
Kim Heft
Mitzi Hesser
Cinda Morehead
Kerri Ulrich

Tree Board – Scheduled meeting: February 28 @ 5pm
Pam Muntz
Sheryl Christenson
Tom Corns
Dea Corns
Mitzi Hesser
Gene McFall

The Park Advisory Committee will be responsible for the review of the park plan. The Tree Board will be responsible to recommend the best plantings, and to use a grant for tree plantings of approximately $13,000.
TO: Mayor and City Council  
SUBJECT: Business Park Properties  
INITIATED BY: City Council

Background:
On November 14, 2016 the City Council discussed the Greensburg Business Park. The Council asked staff to put together options for the City to sell properties to businesses interested in building.

Analysis:
Staff reached out to USDA Rural Development and talked to David Barber about the grant agreement. Historically staff was told that under the agreement with USDA the sale of any properties would require the City to pay back a portion of the grant funding. After discussions with representatives from USDA, staff was informed that the sale or transfer of property restriction only applied to things purchased through the grant i.e. the road, utilities, and storm water system. The city did not purchase the land under the grant, and has the right to sell property without penalty.

Topics of discussion:
Is the council interested in selling properties?
What restrictions should be placed on property sales?
How should the lots be priced?
Is the City still interested in leasing as an option?

Recommendations/Actions: It is recommended the City Council:
Discuss the option to sell properties in the business park.