

Bird City Strategic Plan 2014-2019

Town Hall meetings to update the current Bird City Strategic Plan were held November 14 & 19, 2013. The meeting dates/time were advertised, to encourage public attendance, thru the Bird City Times, www.birdcity.com, Get Bird City Facebook page, flyers and table tents.

The meetings were facilitated by Cathy Domsch, Bird City Century II Development Foundation Executive Director.

This is the third set of town hall meetings to create/update a strategic plan for the Bird City community in nine (9) years. The group in attendance reviewed goals that were accomplished the past three (3) years. This strategic planning process will include the Social and Physical Environments. The strategic plan for the Economic Environment will be handled by a different process.

November 14, 2013: Attendees, as a full group, brainstormed projects and programs they would like to see accomplished in their community in the next 3-5 years for the Social and Physical Environments.

Attendees of the November 14th meeting include:

- | | |
|-------------------|------------------|
| Velda Wright | Martin J. Burton |
| Gary Brubaker | Kale Schields |
| Sherry Carmichael | Rod Young |
| Pastor Tom Bailey | Ned Smith |
| Rod Klepper | Wade Carmichael |
| Cindy Burr | Lori Janicke |
| Troy Burr | Devin Conley |
| David Hendricks | Scott Angelos |
| Jan Busse | Cathy Domsch |
| Shelly Angelos | |
| Darci Schields | |

Those ideas that were brainstormed to be voted on include (the number to the right indicates number of votes received):

Social Environment

Cheylin Fundraiser (23)

- This was a previous strategic plan goal of which \$23,000 was raised of the \$50,000 goal.

Bird City Clinic Expansion (21)

- The community would like to see the hours, services and space of the clinic expanded.

Gym Floor in McDonald (16)

- In dire need to be resurfaced; was not done correctly last time and very slick.

Dentist/Optometrlist (9)

- A goal of the previous strategic plan was to increase health care services, a chiropractor was acquired, and the group still feels the community could support a dentist and optometrist.

Portable Outdoor Theater System (8)

- This has been discussed among a small group of people in the past, and Big Ed's has donated \$1,000 to the Foundation for this project.

Warning System (7)

- Members of the community feel that a better warning system should be in place to better protect our residents in case of storm, tragedy or disaster.

Sound System – McDonald Gymnasium (5)

- The current sound system is very poor quality.

Football Scoreboard (3)

- The current scoreboard does not work properly.

Bike Path (2)

- Community members would like to see a bike path around the perimeter of the town.

Physical Environment

Old Theater/Brownfields (23)

- Community members would like to see the old theater building torn down, possibly using the Brownfields program to assist with any environmental clean-up.

Storm Shelters (14)

- Community members would like to see storm shelters strategically placed throughout Bird City for the protection of its residents in event of a tornado or other disaster.

Cabins/Lodging (14)

- There is a need for lodging options for hunters, bicyclists, family or community events.

'Round-About' (14)

- A 'round-about' type landscaping option was discussed and set as a goal of the prior Bird City Strategic Plan but never acted upon. The group would like to look into this further.

Housing/HAT/CDBG Rehab/Rentals (14)

- Housing is a critical issue for future development, including rentals. A Housing Assessment Tool (HAT) must be completed prior to applying for a Housing Community Development Block Grant (CDBG) thru the Kansas Department of Commerce (KDOC).

Water Tower Project (13)

- City Council has been approached in the past about considering painting or wrapping the water tower to resemble a birdhouse. This project could possibly be incorporated in the CDBG/KDHE water project that will be taking place in Bird City to improve our water system.

Recycling/building & compactor (5)

- As discussed in the last strategic plan, enhanced recycling facilities in Bird City would be beneficial, including a building and cardboard compactor.

November 19, 2013: Attendees were asked to divide into groups, depending on which goals of the Social Environment and Physical Environment they wished to see accomplished and contribute time and energy to.

City Council and Bird City Century II Development Foundation Co-Leads of each group are as follows:

Physical Environment:

Ned Smith, Dennis Wright, Rod Young

Social Environment:

Sherry Carmichael, Rod Klepper, Gary Brubaker, Frank Serrano, Shannon Ambrosier

Attendees of the November 19th meeting include:

Social Environment

Nick Ketzner
Brian Miller
Kelly Leach
Norma Martinez
Kale Schields
Jan Busse
Shelly Angelos
Mike McCarty
Lori Janicke
Cindy Burr
Darci Schields

Physical Environment

Devin Conley
Pastor Tom Bailey
Marlene Young
Martin J. Burton
Troy Burr
Ned Smith
Velda Wright
Rod Young

Each group was then asked to decide how many goals they would like to include in their portion of the Strategic Plan to move forward, and outline as follows:

GOAL: General statement of what is wanted; reflecting core value & desired community goals.

1. **PROJECTED OUTCOME:** Specific, measurable target with a deadline (i.e. create 50 jobs by 12-31-17)

a. **STRATEGY/TASK:** Course of action to achieve projected outcome (maybe more than one)

LEAD INDIVIDUAL(s): Who is/are the individual(s) leading the strategy/task?

TIMELINE: What is the deadline to complete the strategy/task?

FUNDING SOURCE(s): What private, non-profit, or public sector resources can fund this strategy/task?

ESTIMATED COST: What would it cost to carry out this strategy/task? Is it a sensible cost based on funding sources?

EVALUATION: What was actually accomplished?

UPDATES: Given at quarterly meetings; will be recorded by date.

Quarterly Update Meetings:

January 9, 2014

Social Environment: Sherry Carmichael, Kelly Leach, Shelly Angelos, Jan Busse, Cindy Burr, Rod Klepper, Gary Brubaker, Darci Schields

Physical Environment: Ned Smith, Pastor Tom Bailey, Troy Burr, Velda Wright, Devon Conley

April Meeting was cancelled due to scheduling conflicts.

June 12, 2014

Social Environment: Sherry Carmichael, Cindy Burr, Rod Klepper

Physical Environment: Ned Smith, Velda Wright

October 21, 2014

Social & Physical Environment: Velda Wright, Sherry Carmichael, Rod Klepper, Cindy Burr, Troy Burr, Nick Ketzner, Marlene Young, Martin Burton, Lori Janicke, Darci Schields

January 6, 2015

Social & Physical Environment: Velda Wright, Sherry Carmichael, Rod Klepper, Lori Janicke, Martin Burton, Shelly Angelos, Willy Martinez, Darci Schields

Next meeting is scheduled for April 16, 2015 at 7pm at the BCCII Foundation offices.

Future meetings: July 2015 at 7pm

SOCIAL ENVIRONMENT

GOAL #1 (Social): Raise funds for Cheylin Schools

1. PROJECTED OUTCOME: To raise funds for technology improvements at Cheylin Schools.
 - a. STRATEGY/TASK: Alumni Fundraiser
LEAD INDIVIDUAL(s): Jan Busse, Lori Janicke, Kelly Leach, Shelly Angelos, Brian Miller
TIMELINE: December 31, 2013
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: Over \$2,200 raised!
2. PROJECTED OUTCOME: Update McDonald Gym Floor/Lighting & Sound System by _____
 - a. STRATEGY/TASK: Acquire BOE approval
LEAD INDIVIDUAL(s): Kale Schields, Nick Ketzner, Shelly Angelos, Lori Janicke
TIMELINE:
FUNDING SOURCE(s): Mill Levy – Cheylin Recreation Commission
ESTIMATED COST:
EVALUATION:
UPDATES:
October 2014: No action at this time
 - b. STRATEGY/TASK: Acquire project bids
LEAD INDIVIDUAL(s): Kale Schields, Nick Ketzner, Shelly Angelos, Lori Janicke
TIMELINE:
FUNDING SOURCE(s): Mill Levy – Cheylin Recreation Commission
ESTIMATED COST:
EVALUATION:
UPDATES:
 - c. STRATEGY/TASK: Acquire funding
LEAD INDIVIDUAL(s): Kale Schields, Nick Ketzner, Shelly Angelos, Lori Janicke
TIMELINE:
FUNDING SOURCE(s): Mill Levy – Cheylin Recreation Commission
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: Cheylin Recreation Commission not very positive to do this – Rod Klepper will push this as a community need.

GOAL #2 (Social): Bird City Clinic Expansion/Dentist/Optometrists

1. PROJECTED OUTCOME: Increase services and square footage of current Bird City Clinic facility by December 31, 2015.

a. STRATEGY/TASK: Visit with Cheyenne County Hospital Administrator, determine feasibility of expanding clinic services/hours and square footage to include dental/optometry.

LEAD INDIVIDUAL(s): Cindy Burr, Mike McCarty, Sherry Carmichael

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: Cindy Burr visited with the Hospital Administrator; Administrator was excited about the possibilities. Cindy, Mike, Sherry, and Cathy Domsch will meet to start brainstorming details, map out space options, and meet with Administrator for regulations and options.

June 2014: Cindy Burr reported that her Committee worked with Carol Sloper, Chey Co Hospital & lead coordinator for the Rural Health Taskforce, to distribute surveys to Cheyenne County residents that will help determine what needs/feasibility show. Cindy and the Committee are awaiting results of this survey before they proceed any further.

October 2014: Cindy Burr just received the surveys back. They will now tally the surveys and see what's needed. They will visit with Scott Jenkins (Cheyenne Co Hospital Admin) prior to next SP meeting, as he seems very interested in the project.

January 2015: Conversation is beginning to take place about the options of the clinic moving into the RGB Building.

b. STRATEGY/TASK: Acquire funding

LEAD INDIVIDUAL(s): Cindy Burr, Mike McCarty, Sherry Carmichael, City Council rep

TIMELINE:

FUNDING SOURCE(s): Community Service Tax Credit Program, other grants

ESTIMATED COST:

EVALUATION:

UPDATES:

c. STRATEGY/TASK: Recruit dentist/optometrist

LEAD INDIVIDUAL(s): Cindy Burr, Mike McCarty, Sherry Carmichael

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

GOAL #3 (Social): Portable Outdoor Theater System

1. PROJECTED OUTCOME: To purchase a quality portable outdoor theater system by Memorial Weekend 2014.

a. STRATEGY/TASK: Research theater system options

LEAD INDIVIDUAL(s): Kelly Leach, Darci Schields, Jan Busse

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: Kelly & Darci will research portable screen options; Jan will visit with Robert Bell about projector options

b. STRATEGY/TASK: Determine ownership of theater system/receive approval of entity

LEAD INDIVIDUAL(s): Kelly Leach, Darci Schields, Jan Busse

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

June 2014: The system is owned/managed by Community Club and stored at the Senior Center.

c. STRATEGY/TASK: Acquire funding

LEAD INDIVIDUAL(s): Kelly Leach, Darci Schields, Jan Busse

TIMELINE:

FUNDING SOURCE(s): Individual donations/BCCII grant

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: Currently \$1,000 available thru donations from Big Ed's to BCCII for this project.

June 2014: Thru funding from Big Ed's as stated above, and a grant from BCCII, an outdoor theater system, consisting of a projector, speakers, and microphone, were purchased for use by anyone on the Cheylin School District community.

PROJECT COMPLETE!!

PHYSICAL ENVIRONMENT

GOAL #1 (Physical): Old Theater/Brownfields

1. PROJECTED OUTCOME: To demolish the old theater building downtown by July 2014.
 - a. STRATEGY/TASK: Research Brownfields/decide if apply
LEAD INDIVIDUAL(s): Ned Smith
TIMELINE: December 2013
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: City acknowledges it needs to be taken care of, possibly as soon as 6 months it will be gone. It has become a serious effort. Most likely not going thru the Brownfields program, unless it is determined that there is asbestos. The property will return to ground level as an empty lot as nothing at this time will be able to be done to redevelop the property.
June 2014: The old theater has been demolished.
January 2015: The senior center will be paying to have both sides painted; Mike Boyson will spearhead a mural on the senior center side; Roy Shrader will be finishing the brick work and grass will be planted. Darci suggested including the high school art class students.
 - b. STRATEGY/TASK: Determine current ownership of property
LEAD INDIVIDUAL(s): Ned Smith
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
June 2014: Calvin & Nancy Semler own the property.
 - c. STRATEGY/TASK: Acquire demolition bid
LEAD INDIVIDUAL(s): Ned Smith
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: City is acquiring bids for demolition.

d. STRATEGY/TASK: Determine future use of space & future ownership of property; Ideas for future use: greenhouse; storm shelter; green space activity area; farmers market

LEAD INDIVIDUAL(s): Ned Smith

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: The space will be returned to an empty lot, and not future development can be planned at this time.

June 2014: Due to the financial liability on the property, there is not a clear title, therefore will remain an empty lot. City will most likely maintain the lot, walls on buildings of both sides of the lot will be painted by volunteers, with Senior Center donating the paint.

October 2014: Volunteers will be painting the sides of the buildings. Senior Center would like to see a mural painted, but no one has volunteered to pay for or offered services to do so.

e. STRATEGY/TASK: Acquire funding for demolition

LEAD INDIVIDUAL(s): Devin Conley, Ned Smith

TIMELINE:

FUNDING SOURCE(s): Government Agencies/Grants/Tax Dollars

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: City will take care of demolition. (Also see update 2.a. for another funding option.)

GOAL #2 (Physical): Improve housing opportunities in Bird City

1. PROJECTED OUTCOME: Assess the current housing market in Bird City by June 2014
 - a. STRATEGY/TASK: Conduct the Housing Assessment Tool (HAT)
LEAD INDIVIDUAL(s): Rod Young, Martin Burton, Troy Burr
TIMELINE: Start process January 2014
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: Cathy will work with this group to get started on the HAT and will have the group meet with James Foster, KDOC, who can assist.
 - b. STRATEGY/TASK: Research/create a comprehensive list of empty homes that could be for sale/rent
LEAD INDIVIDUAL(s): Rod Young, Martin Burton, Troy Burr
TIMELINE: Start process January 2014
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
2. PROJECTED OUTCOME: Rehabilitation/demolition of homes by December 2015
 - a. STRATEGY/TASK: City of Bird City submit Housing Community Development Block Grant
LEAD INDIVIDUAL(s): Rod Young, Martin Burton, Troy Burr
TIMELINE: Visit with City Council January 2014; submit application Fall 2014
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: Cathy Domsch checked with Northwest Kansas Planning and Development Commission to verify that the City would be eligible to apply for a Housing CDBG in 2014 if completed the HAT. The City would be eligible to apply for a Housing Rehab/Demo grant which is very competitive, OR a Commercial/Housing Demolition grant which are very rare to get funded.
 - b. STRATEGY/TASK: Research other opportunities such as investor groups to demolish homes/buildings
LEAD INDIVIDUAL(s): Rod Young, Martin Burton, Troy Burr
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:

- **January 2015: OTHER: Senior Housing options – Rod Klepper reported that Good Samaritan in St. Francis is hosting a set of housing meetings. He also talked about a group home setting that he would like to look into. Cathy reported that these options can be looked into, however they were looked into before and deemed not feasible, and this is how the Senior Estates came about, because at that time that type of housing is what the residents were wanting.**

GOAL #3 (Physical): Storm Shelters

1. PROJECTED OUTCOME: To establish storm shelter(s) in Bird City by April 2015.

- a. STRATEGY/TASK: Determine location(s), multi-purpose (?)

LEAD INDIVIDUAL(s): Velda Wright

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: Velda reported the following locations that can be used as shelters immediately, and she has spoken to owner/managers for permission, however are not handicap accessible: The Bank, Library, Hickert Building, Methodist Church (always unlocked), Frontier Ag, Cheylin Schools have two designated areas. Deb Smith is concerned about a shelter for Lebow Manor residents, and has been researching options as well. As noted above in the theater building updates, the old theater building location cannot be an option for the storm shelter at this time.

June 2014: Velda Wright reported that Devon Conley is working with Fire Chief Loren White on establishing existing locations, and once formally established as such they will be able to educate the community. Dan Sowers may be interested in working with the group to have something built on his vacant lot downtown.

- b. STRATEGY/TASK: Research funding opportunities for storm shelters

LEAD INDIVIDUAL(s): Troy Burr

TIMELINE:

FUNDING SOURCE(s): Grant programs/contact Greg Waters

ESTIMATED COST:

EVALUATION:

UPDATES:

October 2014: Velda Wright & Troy Burr reported the grant funds they found available has too many restrictions/requirements that would need to be implemented. They will talk with Homeland Security about possibilities; they will also talk with Ryan Murray, who may be able to assist implementing this project w/ the need for other emergency situations (ie stranded travelers/blizzards).

GOAL #4 (Physical): 'Round-About'

1. PROJECTED OUTCOME: To beautify the main intersection of downtown Bird City by _____

- a. STRATEGY/TASK: Create a beautification plan with 'round about', planters and signage for intersection of Bird Avenue and 4th Street and present to City of Bird City for approval.

LEAD INDIVIDUAL(s): Velda Wright, Pastor Tom Bailey

TIMELINE: April 2014

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

January 2014: Pastor Bailey handed out a Google Earth map with measurements of the main intersection, and showing how a 10' diameter round-about would fit in the intersection.

June 2014: Velda Wright reported that the next step is to attend City Council to inquire about the project, if it is something that Council will approve. Water will be needed if do something with plants. Velda reported that this intersection is the location of where the first well was dug in Bird City.

October 2014: Velda Wright presented a map of the 4-way intersection with dimensions showing the area available for the Round-About. She presented the area to include a 'Truck Apron', a concrete circle which would allow trucks to have a little more space to get around. The area is estimated to be up to 10' in diameter. Discussion was held on ideas to put inside the Round-About. Lack of water being fed to the area is a concern for plants. Velda would like it to include "Bird City", putting our name into the downtown community. Rod Klepper suggested a flag pole with lights. Darci thought the possibility of engraving "Bird City" into a brick décor around the base of the pole. Cindy said she has photos of one from another community that incorporated large rocks into their Round-About. NEXT STEP – Velda will attend a city council meeting to get their approval to move forward with this project.

- b. STRATEGY/TASK: Acquire funding to implement approved beautification plan.

LEAD INDIVIDUAL(s): Velda Wright, Pastor Tom Bailey

TIMELINE:

FUNDING SOURCE(s):

ESTIMATED COST:

EVALUATION:

UPDATES:

GOAL #5 (Physical): Cabins/Lodging/B&B

1. PROJECTED OUTCOME: To increase short term lodging options in Bird City by April 2014.
 - a. STRATEGY/TASK: Increase promotion of existing lodging options
LEAD INDIVIDUAL(s): Devin Conley, Pastor Tom Bailey
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2015: Wade Carmichael and Cathy Domsch met with Todd & Tracey Neitzel – brainstormed options – great ideas – and Cathy then provided resources to them.
 - b. STRATEGY/TASK: Research new construction vs rehabilitation of existing properties
LEAD INDIVIDUAL(s): Devin Conley, Pastor Tom Bailey
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: John Blau has purchased the Hickert Building and hopes to restore for a Bed & Breakfast in 4 years. In the meantime he may open the soda fountain for the 2014 Thresher Show and class reunion street dance.
 - c. STRATEGY/TASK: Financial feasibility – look at outside investors
LEAD INDIVIDUAL(s): Devin Conley, Pastor Tom Bailey
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
 - d. STRATEGY/TASK: Gather physical/financial assistance to property owners as incentive
LEAD INDIVIDUAL(s): Devin Conley, Pastor Tom Bailey, Rod Klepper
TIMELINE:
FUNDING SOURCE(s):
ESTIMATED COST:
EVALUATION:
UPDATES:
January 2014: Cathy made a phone call the day after the meeting and Kansas Department of Commerce (KDOC) has a Downtown Commercial Rehabilitation program that can be applied for if the owner is willing to commitment at least 25% of the project.

October 2014: Rod K signed up to assist with this group. He will talk to some possible individuals who may have an interested.