

Kansas Post Rock Limestone Coalition
Minutes – May 25, 2022 Annual Meeting
Stone Church, Luray – Russell County

The KPRLC board, membership, and guests met at the Stone Church in Luray with lunch catered in. President Brad Penka called the meeting to order shortly after 10 a.m.

Minutes: Secretary Terry Bailey emailed a copy of the March meeting minutes to Brad and Brad read the minutes aloud for the group. Several corrections were noted. Lisa Goodheart moved to approved the minutes as corrected, seconded by Gloria Moore. Motion carried, Brad will make corrections.

Treasurer's Report: Treasurer Jeannie Stramel reviewed several QuickBooks financial reports (comparing Balance Sheets and Profit and Loss Statements current to last year with itemized categories). Everything successfully reconciled in the new software to current. P&L year-to-date through May 12 showed total incomes of \$3,110.41 and total expenses of \$12,249.70. The balance sheet showed total assets of \$39,796.18. PayPal donations/memberships have been transferred to the bank account. Lucille Heller moved to approve the treasurer's report as presented, Charma Craven seconded. Motion carried.

Director's Report: Executive Director Jeannie Kline shared the new orange t-shirts featuring a small logo on the front, and limestone working tools on the back. \$348 was the cost for the initial run, for 38 shirts, running between \$8-\$12 per shirt depending on size. She is currently selling these at events for \$25. Calendars are tabled for a future project. Jeannie is researching a passport program. Research so far on state fair booth planning indicates there will be no option for a free shared tent with KS Tourism this year, but could possibly partner with other tourism groups or regions (that we are also members of).

A list of stoneworkers that have joined the membership is being developed, which so far includes four businesses, Focal Point Stone Carving, Bluestem Stoneworks, Vonada Farms, and Post Rock Masonry.

Jeannie added all the meeting minutes to the website, and recapped her recent travels, including a trip to the southern counties of the KPRLC region, a booth at the Heartland Byways Conference, and the Barbed Wire Festival in LaCrosse. She is also working to organize a few summer events - including a Discover Hays Limestone Art bus tour, a bus tour to complement the cyclist tour for Tour die Kapellan (Tour of the Chapels), also in Hays and Ellis County, and tour of the underground tunnels in Ellinwood in Barton County. The board expressed some concerns that the cost of the tickets needs to cover the cost of the bus rentals and/or sponsorships are needed to help ensure these events are fundraisers for the organization. Event budgets were recommended. A schedule of summer festivals where KPRLC can have a booth (and any associated costs) was discussed amongst the group.

Unfinished Business: Jeannie shared the draft list of Membership Benefits with the group, and a few wording suggestions were discussed. Tami moved to approve the Membership Benefits as amended, Charma seconded. Motion carried. There was some discrepancy noted between the list of the members that the executive director is maintaining and the amount of memberships received by the treasurer. They will work together to iron out those differences.

Committees: The group heard from James Martin, Russell High School, regarding video projects for the media students during the 2022-2023 year. The vision/focus of the video production (tourism, promotional, or educational), and desired length of video was discussed. Clarity is needed whether we are advertising the organization or individual communities/attractions within the region we represent. Videos need to be under 3 mins for online consumption, under 1 minute is even better. Advertisements could even be shorter. Educational videos might be longer format, or also created as shorter “filler” type videos (with goals of possibly working with Smoky Hills to air them as available).

After discussion, the group came to the consensus that video should aim to create more membership or could also offer quick history or educational benefits. Another possibility that was introduced is simply 90 seconds of nothing but photos from the across the region with a promotional message at the end. It was noted that the media class does not receive payments for their work on these types of community projects, but that KPRLC may still wish to pursue a grant to hire someone to spend the time to develop the messages and gather materials that can be shared with the media class to produce the videos.

Following a lunch break, the group heard a little more about the Stone Church from Marieta Cederburg with the Luray Historical Society. The native stone was originally quarried from nearby hills, but the building suffered a devastating fire, which was still evident in the pink-ish cast to the stone in places. The building has been restored and is used for community events.

Brad shared updates on grants, including the Mariah Grant (that was awarded to KPRLC, but has not been used), and Humanities Kansas grant reporting will be completed soon. Brad filed the annual non-profit status with the Secretary of State’s office, as well as the annual 990-N tax postcard.

New Business: Brad would like to offer mobile scanning operations at event booth to capture/catalog photos of limestone assets throughout the region. He can do this with his existing equipment.

By-laws were reviewed, as it has been two years since they were created. Lucille moved to adopt a membership policy clarifying any new members that join in the last quarter of the year receive the following year included in their membership. Tami seconded, motion carried.

Rosslyn Schultz nominated Neil Unrein, Gorham, to join the board, filling a vacancy. Tami moved to extend the terms of Lisa Goodheart and Charma Craven and elect Neil Unrein (Ellis County) to the board. Gloria seconded. Motion carried. Tami moved to re-elect Brad Penka (President), Jeanne Stramel (Treasurer), and Charma Craven (Vice President) to the same officer positions. Rosslyn seconded, motion carried. The secretary position is not yet filled. The board also discussed means of getting publicity out for meetings, and cross-checking that our email list includes not only the memberships, but also the original group that met to form this organization.

The meeting was adjourned at 2:01 p.m.. The next meeting will be July 27 in Russell County. Brad will coordinate the location.

Recorded by Kris Heinze