

SouthEast (Nebraska) Resource Network (SERN)
Minutes from SERN Meeting
September 20, 2012
Plattsmouth State Bank – Plattsmouth, NE
Hosted by Charles Jones – Plattsmouth Main Street
Facilitated by Jen Olds, SERN Chairperson

Present: 45 individuals were present for business meeting as follows: Matt Rezac (Sherwood Foundation); Karen Mier (Plattsmouth Public Library); Laurie Richards (Nebr. Film Office); Charles Jones (Plattsmouth Main Street); Eric Barr (Falls City Main Street/Chamber); Lonnie Dickson (Hanna:Keelan); Theresa McClatchey (Safe Connections Beaver Lake); Monica Braun (REAP); Pat Coldiron (Seward Chamber); Craig Vincent (NPPD); Patt Lentfer (FCDC); Winsley Durand (Greater Omaha Chamber); Kevin Andersen (NDED); Stephanie Shrader (NCAEDC); John Yochum (Cass County EDC); Harlan Seyfer (PMSA Historian); Dave Haun (NIN); Marilyn Schlake (UNL Extension); Ron Snyder (SCC); Vicki Huddleston (PMSA / CBS Home); Ron Russell (Safe Connections); Janet McCartney (Cass County Commissioner); Lisa Beethe (SENDDD- Humboldt); John A Baroni (PMSA / Cass County); Bob Jones (NDED Housing); Cheryl Brandenburgh (Black Hills Energy); Gerry Byrk (PMSA); Deb Craig (TCEDA); Julie Taylor Costello (Peru State); Roger Meeks (USDA-RD); Sheri Henderson (Ceresco & Saunders Co EDC); Lynn Kohout (NDED); Alan Richard (Pawnee Development Corp.); Jane McNay (US Bank); Ray Ringlein (Senator Johanns Office); Jim Ulrich (PMSA); Jim Frager (Genesis Consulting); Jen Olds (SENDDD); Emily Bausch (SENDDD); Jerry Johnson (PMSA); Mike Bowman (Plattsmouth Mayor); Senator Paul Lambert; Russ Kathol (PMSA); Max Kathol (Plattsmouth Chamber); Amy Vrtiska (JEO)

Called to order at 10:00am by Jen Olds, SERN Chair. Jen welcomed attendees to the Plattsmouth State Bank in Downtown Plattsmouth and discussed the format of the meeting. Host of SERN Charles Jones of Plattsmouth Main Street welcomed attendees. Donuts were from Stan's Bakery provided by Plattsmouth Main Street association.

SERN is a regional group, resource providers working to connect with communities. Meetings are held quarterly in different quadrants of SE Nebr.

Treasures Report – No changes in the treasury begin and ending balance is \$1,072.99.

Minutes of the June 20, 2012 Quarterly meeting were approved as present on the SENDDD website www.sendd.org.

An email from Maxine Moul was presented from Rural Development commission – Rural futures institute. A webinar will be held on September 24, 2012 10am to 11:30am to discuss engagement of rural communities and their leaders with the University and the new commitment to rural development.

At 10:26am Round Table Updates began.

(Note: Roundtable updates are provided in writing by resource providers. In some cases, the minutes include only the update provided in writing by the provider. In cases where an update was not provided in writing, we have provided brief notes as available.)

Cheryl Brandenburgh (Black Hills Energy) – Pleased to announce Cheryl will be serving on the SENDDD board. There was a great event in York Nebraska Economic Developers Association (NEDA) meeting held in McCool Junction. Cheryl is happy to work with you on planning, site development proposal review, really just ask and she may provide or can forward information for you.

Lisa Beethe (SENDDD Humboldt) – Lisa gave an update on current projects including; Downtown Revitalization Projects in Auburn, Tecumseh, and Fall City, and also a housing project in Falls City.

Janet McCartney (Cass County Commissioners) – Taxes-having just completed the county budget and having to cut nearly \$2 million out to keep mill levy nearly the same and give salary increases to County employees. Her concern is future years continuing to provide financial support to organizations like

SEND, Economic Development and continue to provide maintenance to the County. Much of the short fall is due to tax cuts from the state. If we continue to see tax cuts from the state we will need to increase the mill levy or cut projects and only do maintenance. We will need to find other sources for money.

Deb Craig (Thayer County Economic Development Alliance - TCEDA) – Deb is new to SERN and is still learning about resources available. Working on membership locally, and the housing opportunity program (HOP) for home buyer down payment assistance.

Theresa McClatchey (Safe Connections Beaver Lake) – Safe Connections has planned to improve pedestrian and cyclist safety by installing a new hard surface pathway along Rock Bluff Road in Beaver Lake. This project will serve over 1,800 people in the Beaver Lake Community by improving pedestrian safety, recreation, and health advancement. The Safe Connections project is intended to bring new interest and activity to the Plattsmouth and Beaver Lake Areas.

Ron Rustle (Safe Connection Beaver Lake) - Working on the trail project and connection between Plattsmouth and Beaver Lake. Also there is a new Church in Plattsmouth One Life Church.

Patt Lentfer (Fillmore County Development Corporation) – The new lighting and awnings for the Geneva DTR project. The 15th year of Odegeo Leadership Fillmore County has started the 15th year. The 18th month Geneva State Bank remodeling project continues. New business openings: Sharon's Pantry and Certified Truck & Trailer Repair. The auction of the former Fillmore County Hospital will be October 17, 2012 at 1:00pm. We are celebrating the 20th year of Sunflower marketing a division of M-C Industries in Geneva.

Monica Braun (REAP Women Business/Seward) – The REAP Small Business needs assessment result are available on website. REAP is now Community Development Financial Institution organization.

Harlan Seyfer (Plattsmouth Main Street Association Historian) – Harlan serves as the Main Street Association Historian and serves on the Historic Preservation Board.

Vicki Hubblesen (Plattsmouth Main Street Secretary) – Looking for opportunities for Plattsmouth Downtown.

Stephanie Shrader (Nebraska City Area Economic Development Corporation) – \$42 million hospital renovation has recently announced. A new public art project will start in Nebraska City “artistic trees”. Student Career day will be October 9, 2012 for area students to see different fields. Career day will featured Law Enforcement (communication crimes, drug dogs) Medical (doctor dentists, chiropractor) and Industry. There will be Contractor training on October 11, 2012 to discuss the Acronyms and federal regulations such as Section 3 and Davis Bacon.

Ron Snyder (Southeast Community College) – Ron shared with the group 3 items. The first thing he wanted the group to be aware of is that he is a member of a Training Solutions (TS) program at the college. The purpose of the TS is to assist with the development of training programs for companies, organizations and agencies. Ron also mentioned that he would really like to have the opportunity to visit with the leadership and management people of companies and organizations about the various ways the college could serve their organization. If people are interested in such a (30Min.) visit they can contact Ron at: 402-437-2714 or e-mail Ron at rsnyder@Southeast.edu. The second item that Ron shared with the group was the colleges 2011/12 placement report for the students that graduated from Southeast Community College during the period of July 2011 through June 2012. Ron drew the group's attention to the 2011/12 graduate placement statistics table found on pages 2 & 3. The placement statistics table covers the number of graduates from each of the college's programs and other information such as the average hourly salary, the low salary and the high salary for the graduates. Ron indicated that he thought that this was great labor force statistics from specifically the Southeast Nebraska area. Then, because welding is such a critical area, he specifically drew the group's attention to the welding technology graduate statistics found close to the bottom of page 3. Then the group was directed to turn to page 30 which further listed the companies that hired the welding graduates and the titles of the positions for

which they were hired. The group was also encouraged to become a part of SCC's employment website. Employers can register with this website (<https://placement.Southeast.edu>) and then create and manage their own job listings in their search for qualified SCC students and alumni. And finally, Ron recommended that the group participate in the college's open house which is scheduled for Sunday, November 4 from 10:00 – 4:30.

Pat Coldiron (Seward Chamber of Commerce) – Education tour in Seward connecting to folks with Concordia University, St. Gregory Seminar, and SCC. The new Seward middle school is now open. Seward had two ribbon cuttings yesterday and expanded retail. Sports Express screen printing has 2 new employees and adding sign making for Seward's light industry business and is a "Green" building. We have started our new leadership program and a needs assessment survey. The new Cornerstone hotel is open. Everyone is welcome to the Christmas celebration in Seward thanksgiving weekend.

Julie Taylor – Costello (Peru State Director of Institute for Community Engagement) – Julie introduced herself as the director of ICE a new department at Peru State College. The mission/goal is to help integrate students into the community – providing/creative engaging learning opportunities for students to apply what they are learning while helping communities accomplish tasks/projects to help them grow & develop. If communities are looking for help – from students- if it is a project that will help students develop and hone leadership, problem solving critical thinking and communication skills – let me know.

Marilyn Schlake (UNL Extension) – Extension Entrepreneurship Teams is looking for communities partners to collaborate on grants which focus on assisting rural small business address entrepreneurs and potential transfers through creativity, innovation and opportunity analysis. Partners would help identify business needs and education delivery. NBCD is also a partner in the project.

Winsley Durand III (Greater Omaha Economic Development Partnership) - Midwest Franchise seminar to be held in Omaha on November 9th, it is open to all. Will have a session focused on retail attraction efforts in smaller communities. Offer for \$20 discount on registration through the end of September. Winsley is the Operations Director for NE & IA with the International council of shopping centers available to assist communities with their retail attractions efforts.

Jane McNaught (US Bank Economic & Community Development) –Active involvement with SBA, agriculture & loan development, but also education & financial wellness seminar. The particular points of focus for the Seminars are fraud prevention and identity theft prevention, basic of banking. Working on a Payback program High School freshman to do a résumé, interview, and write application.

Laurie Richards (State Film Office Department of Economic Development/Historic Preservation SHPO) – Thank you to those who responded to the request for motel locations for feature film. Everyone did a great job, thanks to the NDVL list serve. Held a discussion at the League meeting to discuss LB840, LB863 for lawful to use these funds for film/commercials. Preservation side: Threatened Heritage; Writing a report: Rural churches across the state. Not comprehensive report- several examples for examination. Reflect changing community demographics- agricultural mechanization – few people/older people. Heritage Study 196 million dollars 3000 jobs from heritage tourism.

John Yocum (Cass County Economic Development Corporation) – Welcome and discussion of the walking tour. Expansion at Local Plattsmouth Companies: Ribbon Cutting today at Vired Resources, Inc. Other Growing Companies in Plattsmouth include New Age Manufacturing and main Street Businesses and companies in Cass County are growing such as Grove Cement Co., Midwest Farmers Coop, Ox Bow Animal Health and Bakers Candies Inc.

Dave Hahn (Nebraska Information Network) – Nebraska Information Network (NIN) is a non-profit organization funded by 20 independent Telephone Companies across the state. NIN promotes Broadband Technologies, Ethernet and Economic Development in the state. NIN also works with Distance Learning and Tele-health applications.

Gerry Byrk (Plattsmouth Main Street) Gerry is secretary of the Plattsmouth Main Street Association as well as chairman of Design Committee for building renovations. Gerry and her husband have restored 4 buildings on Main street, and still own 3 of them and one of the upstairs is a Victorian apartment will be on the tour today.

Elizabeth Chase (Nebraska Main Street) - Plattsmouth is truly one of Nebraska model Main Street communities. If you want to know what a Main Street program is supposed to be, you need to look at Plattsmouth. Nebraska Main Street is having a training on managing conflict on October 2nd in Lincoln, please contact me if you are interested in attending. If your community is interested in the Main Street program, please contact Elizabeth. She is available to come and speak to or work with your community. Elizabeth Chase, Director Nebraska Main Street Program (402)-323-7337 echase@windstream.net

Eric Barr (Main Street Fall City Chamber of Commerce) – Downtown Revitalization Project Phase II in progress with a scheduled completion of October 31st, 2012. Also, Eric is the new Chamber MS director in Fall City.

Lynn Kohout (Nebraska Department of Economic Development) - Business Retention and Expansion visits. The Department is encouraging communities to be out doing Business Retention and Expansion visits of Prime businesses and enter them into the states synchronistic system so information can be gathered and analyzed on a statewide basis. Business confidentiality – Business projects should be referenced by a project name, since the Department has received a number of Public Records request. LOIS – put your sites and buildings on the LOIS systems for have statewide and nationwide of exposure.

Jim Green (Village of McCool Junction) - McCool has a new subdivision, one new spec home, one new business building completed and the second underway, 3rd under consideration. Cattleman's Ball Final tally \$1.98 million gross and net \$1.45 million. Mustang Round-up exceeded all expectations. Two men and an oven bakery is open and doing great had been open just Saturday, now Tuesday through Friday 7am-10am. McCool is looking to do a small medical clinic with seed money from Cattleman's Association, looking to do multi-unit housing especially seniors. Village/MDC has the property underway. NEDA Conference held in York with a portion at Stone Creek Event Center. The Coop has a new 680,000 bushel concrete bin, using TIF & Redevelopment Plan to pave streets and use for other projects identified in General Redevelopment Plan. McCool is Working on Certified Communities and hosting December SERN meeting.

Roger Meeks (USDA Rural Development) – Friday expected near last year's levels, will be going through re-organization although contact for all programs, and should stay the same.

Alan Richard (Pawnee City Development Corporation) – Discussion of Housing for Rent and Assisted Living Center. The new Sewer Plant is completed. 5 Rivers RC & D is doing a house hold hazardous waste recycling this week in 8 Southeast Counties. CJ foods need workers. Business are buying vans and busing people to Pawnee City. Historical society is having its Civil war reenactment. There are 34 new Amish families around Pawnee City. REAP closes on new store front/roof business downtown and Re-Use money.

Max Kathol (Plattsmouth Chamber of Commerce) – Represent 190 businesses in the Greater Plattsmouth Area. Plattsmouth awards community support and buy in and the collaboration of the non-profits and economic drivers. In Plattsmouth we are very proud of our awards but are not done yet. Ongoing is our Hwy. Exp & CSO.

Craig Vincent (NPPD) – We support the development efforts of communities we serve by assisting with preparedness, recruitment and business retention. Specific services include marketing brochures, web development, training of community developers, prospect follow up and BR&E visits. We partner in these activities with NDED as well as local and regional development groups and BHE along with other utilities across the region.

Jim Ulrich (Plattsmouth Main Street) – Working to develop additional upper level housing on Main Street in downtown area. Currently have interest from a business / building owner in developing an upper level apartment. We will be working with the owner to research funding assistance.

Charles Jones (Plattsmouth Main Street) 47 Historic building 3 vacancies 24 façade improvements. Entertainment Plaza. October 5, Chamber Car show.

Bob Jones (NDED, Housing) – NAHTF & HOME awards being reviewed from the Annual Cycle. CDBG Owner Occupied Rehab Awards will be announced by 9/28/12 from second cycle.

Kevin Andersen (NDED) – Provide technical assistance for CDBG programs including Downtown Revitalization programs.

Jim Frager (Genies Consulting in Fairbury) – TIF for New hotel, Downtown buildings , Nitrates are coming. Old mall looking at 18-hole mini-golf inside. Shoe Store and clothing store. Johnson County Wind farm.

Lonnie Dickson (HannaKeelan Associates, P.C.) – HK is a planning / research firm based in Lincoln, Ne. We are actively working on housing studies and comprehensive plans with communities and counties statewide. Additionally, we are involved with downtown and community redevelopment planning and serve as housing development consultants for private non-profit organizations across the US.

Sheri Henderson (Ceresco Administrator) – Ceresco just celebrated the re-opening of the Main City Park and new playground Sept. 16. We are welcoming a new business – Klute Trucking, the 3rd largest distributor of H&H Trailers. Saunders Co EDC has made great progress on our website.

Matt Rezac (Sherwood Foundation) – Looking at the rural component and locally identified priorities, leader development, community collaboration, etc.

Ray Ringlein (US Senator Johanns Office) – Senator State office staff focus is Constituent Service; our offices can assist on questions to federal agencies, including the VA; SS; Medicare; SBA; IRS; and outreach to Nebraska Communities.

John Baroni (PMSA; County Commissioner) - Courthouse renovation in progress.

Emily Bausch (SENDD) - Nuisance Abatement pilot program has started in Dorchester. Program is showing great success. Program includes assessment of properties and initial notices to property owners for properties to meet local and state codes. We have had several communities inquire about the program.

Jen Olds (SENDD) – There is a grass roots effort in Geneva to develop a multi-use facility for a Senior/Community/Youth Center. They are looking for funding resources. SENDD Assisted six communities with applications for Owner Occupied Rehab Programs and two Counties with DPA Program applications, we hope for award announcements from NDED soon. SENDD has completed a 15-County CEDS – see www.sendd.org for the final report. USDA-RD award IRP Loan funds to SENDD for loan assistance to businesses.

Business Spotlight

Russ & Kim Kathol (Main Street Jewelers and Diamond Floral) In 1996 Main Street Jewelers bought an Omaha Store's inventory. The Kathol's started looking for a business location in a community with a population around 5,000, where they would be the only Jeweler in town. They opened their store in 1996. They were new to town and went to the Chamber Office for assistance. In the beginning they rented a

business in Downtown Plattsmouth, later they bought a building, and now they have purchased and are moving to a larger building on in Plattsmouth's Downtown on Main Street. The new building is 3,200 square feet for a floral shop, tuxedo rental, jewelry store, and gun store. The "Dovey Building" has been under renovation for these stores. The Kathols are workings with USDA on energy efficient grant, State Historical Preservation tax credit program, and City Façade improvement program for assistance with the building renovations. Russ notes it has been hard to match all regulations for all the funding sources. The Kathols are also opening a new trophy shop. The 3 doors and storefronts will help with showing different business. The Kathols believe the key to a successful business is to diversify the business and to have the support of the local community.

For the Dovey Building renovation the Kathols worked with USDA on an energy efficiency application where they worked with Bill Shepard. They had the help of Mary Harris from Lincoln to write the grants. Russ notes that adding some Historic items such as stained glass are personal touches they are pleased to add to their building. Russ noted that he has become a Craig list addict, for locating and reusing old items, an example is for the Oak Baseboard he bought church pews and plain the old wood to use at the new building location. He also found a bank vault door for use in the store. The Kathols also like to use local talent as often as possible, for example they are using Murary Lumber for their building supplies. The Kathols have used the local football team to "move" the store locations. Grant and other funding opportunities are what made the project work.

Senator Paul Lambert welcomed the SERN group to Plattsmouth. He noted that everyone needed to come back and enjoy town. He discussed the deep sense of proud for the community. He stated "In Plattsmouth we believe it takes the Community to raise a community." Plattsmouth had to build up their community together. The storm sewer mandate and new main street, use sidewalk, were made possible through sale tax. Additionally, Plattsmouth used ear mark dollars for unfounded sewer mandate. No one likes to pay taxes but it can be for a good reason, like in the case of Plattsmouth needing to react to the sewer mandate and furthering the project with a main street beautification. Cooperation is vital for the community to coming together building and growing. Mr. Lambert noted that the next goal was to fill all the Main Street Storefronts filled are the next goal. Stop and stay in Plattsmouth.

Plattsmouth Mayor Mike Bowman Gave his background in City Politics with a long family history in Plattsmouth. He welcomed the group to Plattsmouth, and noted it is full of community pride. He also noted that Economic Development is important to keep the town going. Local, State, and Federal official that have moved through the ranks understand how the system works and are a benefit to the community. In Southeast Nebraska communities have the similar issues and problems, financial constraints and an aging community.

LUNCH from – Mom Café in Plattsmouth

Adjournment for Walking tour of Downtown Plattsmouth.

Respectfully Submitted,

Emily Bausch & Jen Olds