



Mid-America Regional Council Community Services Corporation

600 Broadway, Suite 300 • Kansas City, Missouri 64105 • Phone 816/474-4240 • Fax 816/421-7758

April 23, 2024

**Meeting begins immediately following
the MARC Budget & Personnel Committee meeting**

In-person attendees in MARC's Westview Room with a remote option via Zoom.

AGENDA

1. Call to Order
2. VOTE: Approve Minutes of the February 26, 2024, Meeting
3. VOTE: Authorize grant applications to the USDA Gus Schumacher Nutrition Incentive Program and other non-federal funders for a combined amount up to \$12 million dollars to support the Double Up Food Bucks Program.
4. VOTE: Authorize grant application to the U.S. Department of Health and Human Services, Office of Minority Health for the Community Level Innovations for Improving Health Outcomes for the Mid-America Community Support Network.
5. Other Business
6. Adjourn



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MEETING SUMMARY

February 27, 2024

Immediately following the Budget & Personnel Meeting

COMMITTEE MEMBERS PRESENT

Commissioner Janeé Hanzlick, Johnson County, KS - Community Services Corporation Chair
Mayor John Bacon, Olathe, KS
Mayor Damien Boley, Smithville, MO
Commissioner Becky Fast, Johnson County, KS
Commissioner Billy Gaines, Ray County, MO
Councilmember Holly Grummert, Overland Park, KS
Mayor Pro Tem Dan Hobart, Independence, MO
Auditor Victor Hurlbert, Clay County, MO
Commissioner Rob Roberts, Miami County, KS
Mayor Carson Ross, Blue Springs, MO
Mayor Curt Skoog, Overland Park, KS

STAFF PRESENT

David Warm, Executive Director
McKenzie Neds, Executive Assistant
Carol Gonzales, Director of Finance and Administration
Lauren Palmer, Director of Local Government Services
Ron Achelpohl, Director of Transportation and Environment
Marlene Nagel, Director of Community Development
Kristi Bohling-DaMetz, Director of Aging and Adult Services
Eric Winebrenner, Public Safety Program Director
John Davis, Fiscal Administrator
Bob Hogan, Manager of Aging Administrative Services

OTHERS

CALL TO ORDER

Commissioner Janeé Hanzlick called the MARC Community Services Corporation Board of Directors meeting to order at 11:36 a.m.

Due to the meeting being conducted remotely and in-person, Commissioner Hanzlick provided instructions for participation. She reported that staff would present on all the agenda items, provide an opportunity for comments and questions after each item, and ask for approval of all agenda items with one vote at the end of the meeting. Members would have an opportunity to abstain or object to any items necessary during the final vote.



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VOTE: Approve Minutes of the January 23, 2024, Meeting

VOTE: Approve amendment increase with Town & Country Super Market, Inc for Double Up Food Bucks incentives at their participating stores.

VOTE: Authorize grant application to the Hall Family Foundation for \$300,000 to support the Double Up Food Bucks Program.

VOTE: Authorize a grant application to the Elevance Health Foundation for Double Up Food Bucks program extension and assessment of clinical outcomes.

VOTE: Authorize a grant application to the US Economic Development Administration for the Planning Partnership Program.

Commissioner Rob Roberts motioned to approve and Mayor Pro Tem Dan Hobart seconded. The motioned passes.

Other Business

Adjourn

The meeting was adjourned at 11:38 a.m.



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April 2024
Item No. 3

Thriving Older Adults and Communities

ISSUE:

VOTE: Authorize grant applications to the USDA Gus Schumacher Nutrition Incentive Program and other non-federal funders for a combined amount up to \$12 million dollars to support the Double Up Food Bucks Program.

BACKGROUND:

In June 2016, the U.S. Department of Agriculture (DOA) awarded a \$5.8 million Food Insecurity Nutrition Incentive (FINI) grant to the Mid-America Regional Council (MARC) to fund a three-year expansion of the Double Up Food Bucks program. The DUFB Program provides households eligible for Supplemental Nutrition Assistance Program (SNAP) the opportunity to expand their purchase of fresh produce. After launching a successful pilot program in five grocery stores in the metro area in 2015, MARC and its grant partners used the FINI grant to expand the program to more locations in the metro area, outstate Kansas and portions of St. Louis and outstate Missouri through 2018. The program operated with private foundation funds for the first nine months of 2020, and then MARC and its partners secured a new 3-year USDA grant with matching resources in September 2020 to support the program through the end of this year.

SNAP households may shop at any participating farmers market or grocery store. For every \$1 spent by the SNAP household on fresh produce using their SNAP dollars, the program matches with a \$1 for additional fresh produce. The program now operates at 159 locations throughout the KC metro area, the rest of the state of Kansas, and most of the state of Missouri.

The Double Up Food Bucks program is currently supported by two grants from the USDA. One is a grant awarded from the normal RFA process managed by the USDA's Gus Schumacher Nutrition Incentive Program (\$8.1 million). The other USDA grant awarded to support the Double Up Food Bucks Program is related to COVID Response and Relief funds (\$4.35 million) which did not require match funding. Both these grants will be ending on December 31, 2024.

To continue the Double Up Food Bucks program for the next three years, the Double Up Heartland Collaborative, led by MARC is preparing to pursue another USDA GusNIP grant. The application is due May 14, 2024 and has a 50% non-federal match requirement. Staff have been conversing with and submitting applications for match dollars to current and prospective new funders. The federal application request is expected to be up to \$6 million if the amount of non-federal match can be identified. The following are funding sources that have been identified to contribute to that match:



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Double Up Food Bucks Non-Federal Funders 2024-2027	Match Funding Amounts
Kansas Health Foundation*	\$1,000,000
Blue Cross Blue Shield Kansas	\$300,000
Health Forward Foundation	\$500,000
Hall Family Foundation*	\$300,000
Marion and Henry Bloch Foundation	\$150,000
Elevance Health Foundation*	\$300,000
Sunflower Foundation	\$50,000
KSU - Olathe	\$150,000
Total Identified to Date	\$2,750,000

*Board reports have been submitted previously

MARC has been invited to submit an application to the Health Forward Foundation for the \$500,000 listed above. In addition, staff is working on an application to the Patterson Family Foundation for \$600,000 for the 3-year grant period. Other private funders and Missouri state officials are being contacted to determine their willingness to contribute to the match effort.

Given the success of the Double Up Food Bucks program, the need among SNAP recipients and the interest among grocery stores and markets, the next round of funding will require a \$12 million budget, which will sustain the locations currently offering the program. However, the ability to secure matching funds totaling \$6 million is not yet certain. Because it is a challenge to raise this level of philanthropic support for each grant cycle, the next program phase will explore other matching models and sources so the program can be sustained over time.

BUDGET CONSIDERATIONS:

REVENUES	
Amount	Up to \$12,000,000
USDA GusNIP	\$6,000,000
Non-federal sources (see above)	\$6,000,000
PROJECTED EXPENSES	
Personnel (Salaries, Fringe, Indirect, Rent)	1,287,000
Travel	\$18,000
Subrecipients/Contractors, including incentives for farmers markets	3,800,000
Media	\$134,000
Grocery store Incentives	\$6,507,000
Postage/Printing	\$214,000
Other (supplies, printing, etc.)	\$40,000



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RELATED JURISDICTIONS:

This item impacts Kansas and Missouri communities with participating DUFB locations.

EXHIBITS:

None

RECOMMENDATION:

Authorize grant applications to the USDA Gus Schumacher Nutrition Incentive Program and other non-federal funders for a combined federal/non-federal amount up to \$12 million for a 3-year period to support Double Up Food Bucks from 2024-2027.

STAFF CONTACT:

Donna Martin, Public Health Senior Planner

Kristi Bohling-DaMetz, Director of Aging and Adult Services



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April 2024
Item No. 4

Thriving Older Adults and Communities

ISSUE:

VOTE: Authorize grant application to the U.S. Department of Health and Human Services, Office of Minority Health for the Community Level Innovations for Improving Health Outcomes for the Mid-America Community Support Network.

BACKGROUND:

The Mid-America Community Support Network (MACSN) is currently seeking approval to apply for the Community Level Innovations for Improving Health Outcomes grant, from the Office of Minority Health. This grant aims to demonstrate that community level innovations that reduce barriers related to social determinants of health (SDOH), can increase the use of preventive health services and make progress toward Leading Health Indicator (LHI) targets.

The grant encourages collaborative community networks as part of these innovations. It funds projects that include community networks prepared to strengthen community support services, provide health resources, and help connect individuals to preventive health services. MACSN is well positioned to apply for this grant given its extensive experience assisting underserved communities and collaborating with Community Based Organizations (CBOs). The proposal submission will focus on increasing access to primary and preventive health services, as well as providing targeted education and outreach initiatives through collaboration, partnering with CBOs, and connecting to federally qualified health centers.

BUDGET CONSIDERATIONS:

Grant Funding	
Amount	\$475,000 to \$600,000 annually
Time frame	48 months
Start Date	8-1-2024

COMMITTEE ACTION

The Commission on Aging considered this at its April meeting and recommended Board approval.

RELATED JURISDICTIONS:

Potential to extend across MARC region in Missouri and Kansas.

RECOMMENDATION:

Authorize Mid-America Community Support Network to apply for the Community Level Innovations for Improving Health Outcomes grant from the Office of Minority Health and accept funding if awarded.

STAFF CONTACT:

Tane Lewis, Integrated Care Manager
Kristi Bohling-DaMetz, Director of Aging and Adult Services
Melody Elston, Assistant Director of Aging and Adult Services