May 26, 2020

Meeting begins immediately following
the MARC Budget & Personnel Committee meeting

Hosted remotely via Zoom conference call

AGENDA

1. Call to Order
2. VOTE: Approve minutes of the February 25, 2020 Meeting
3. VOTE: Authorize an application to the US Economic Development Administration to support regional economic development recovery planning
4. VOTE: Authorize the submission of grant applications and acceptance of funds if awarded, for the Double Up Food Bucks program
5. Other Business
6. Adjourn
ISSUE:
VOTE: Approve Minutes of the February 25, 2020 Meeting

BACKGROUND:
The minutes of the February 25, 2020 meeting are enclosed.

RECOMMENDATION:
Approve the minutes of the February 25, 2020 meeting.
COMMITTEE MEMBERS PRESENT
Commissioner Rob Roberts, Miami County, Kan. - MARC Board Chair
Commissioner Jimmy Odom, Cass County, Mo. - MARC Board First Vice Chair
Commissioner Harold Johnson Jr., Unified Government of Wyandotte County/Kansas City, Kan. - MARC Board 2nd Vice Chair
Mayor Eileen Weir, Independence, Mo. - MARC Board Treasurer
Mayor Carson Ross, Blue Springs, Mo. - MARC Board Secretary
Mayor Carol Suter, Gladstone, Mo. - MARC Immediate Past Board Chair
Councilmember Curt Skoog, Overland Park, Kan.
Commission Chair Doug Smith, Leavenworth County, Kan.
Commission Chair Ed Eilert, Johnson County, Kan.
Mayor Pro Tem Beto Lopez, City of Lee’s Summit, Mo.

STAFF PRESENT
Carol Gonzales, Director of Finance and Administration
Becky Hall, Financial Accounting Manager
James Stowe, Director of Aging and Adult Services
Eric Winebrenner, Public Safety Program Director
Amy Strange, Public Affairs Coordinator II
Ron Achelpohl, Director of Transportation and Environment
Marlene Nagel, Director of Community Development
Ray Webb, Manager of Traffic Operations
Tom Jacobs, Environmental Program Director
Jovanna Rohs, Director of Early Learning and Head Start
Kerry Kudron, Executive Assistant

CALL TO ORDER
Commissioner Jimmy Odom called the MARC CSC meeting to order at 11:27 a.m.

VOTE: APPROVE MINUTES OF THE JANUARY 2020 MEETING
Commissioner Odom called for a motion to approve the minutes from the last CSC meeting held on January 28, 2020.

MOTION: Commissioner Rob Roberts moved for approval and Mayor Carol Suter seconded. The motion passed.

VOTE: Authorize a Memorandum of Understanding with Climate Action KC to conduct regional climate action planning and submission of a grant application to the Shumaker Foundation for climate action planning work
Ms. Carol Gonzales, Director of Finance and Administration at MARC, reported that she would like to present on the Memorandum of Understanding at the CSC meeting. Mr. Tom Jacobs,
Environmental Program Director at MARC, will discuss the actual work of Climate Action KC (CAKC) at the MARC Board meeting and Mr. James Stowe, Director of Aging and Adult Services, will discuss the work of the Kansas City Health Collaborative (KCHC) in depth at the board meeting as well.

Both CAKC and KCHC are grassroots organizations that have been growing their work throughout the region. Their work aligns with MARC’s mission and MARC staff is actively engaged with both organizations. CAKC and KCHC have reached a point where they are ready to operate more independently and are considering establishing their own 501c3s, creating more structure and bylaws. Both organizations have asked MARC to partner with them as a fiscal agent to manage their money for a period of time. Mr. Tom Jacobs and Mr. James Stowe, along with other MARC staff, will support programmatic work as well.

The Memorandum of Understanding provides an opportunity to outline expectations, set points of contact, explain who has the authority to approve the disbursement of funds, and establishes a mutual business plan on who will be raising funds. MARC will be compensated for the fiscal portion of the work. The programmatic work gets compensated sometimes through grants and sometimes through direct payments, depending on how the funding is structured through each organization. MARC’s Community Services Corporation has a policy for using the 501c3 for groups that align with the MARC mission. The agreements with Climate Action KC and the agreement with the Kansas City Health Collaborative are very much in line with that policy.

DISCUSSION: Councilmember Curt Skoog stated that he needs to abstain from voting because his employer is involved with Climate Action KC. Mayor Carol Suter added that she sits on the Executive Board for the Climate Action KC group that is currently filing for 501c3 status. Mayor Suter said that it didn’t benefit her in any way, and it is not a conflict of interest but wanted to make the CSC Committee aware.

MOTION: Commissioner Rob Roberts moved for approval and Mayor Pro Tem Beto Lopez seconded. The motion passed.

VOTE: Authorize an agreement to provide administrative support to the Kansas City Health Collaborative
Ms. Gonzales reported that this item is like the previous item and that Mr. James Stowe will discuss the actual work being conducted more in depth at the MARC Board meeting.

MOTION: Mayor Carson Ross moved for approval and Mayor Pro Tem Beto Lopez seconded. The motion passed.

OTHER BUSINESS
There was no other business.

ADJOURNMENT
The meeting was adjourned at 11:32 a.m.
MINUTES APPROVED:

____________________________________
Jimmy Odom, Chair

____________________________________
Date
ISSUE:
VOTE: Authorize an application to the US Economic Development Administration to support regional economic development recovery planning

BACKGROUND:
The US Economic Development Administration (EDA) provides funding to regional organizations and local communities for targeted economic development planning and investments that respond to priority needs. In 2002, MARC prepared and submitted a Comprehensive Economic Development Strategy (CEDS) plan to the EDA, outlining economic development needs of smaller outlying communities in the Kansas City region. The plan was developed with involvement from local officials throughout the metro area. The CEDS plan has been updated several times to reflect regional and local strategies to support sustainable economic development, the last adoption by the MARC Board in April 2014. A new plan was submitted to EDA and approved in 2019.

While the plan addresses disaster recovery and regional community resilience, no one imagined the rapid and dramatic change to the regional economy as a result of a public health pandemic beginning in mid-March 2020. The impact has caused a ten-fold increase in unemployment filings, a dramatic drop in economic activity in the region, the temporary or permanent closing of many small businesses, and an expected drop in local and state government revenues.

The EDA approved a district designation for the Kansas City region in 2006, and awarded the first annual planning grant to MARC. The district designation allows MARC and local agencies to secure EDA Planning Partnership Program funding. Due to the current economic crisis, MARC has been invited to apply for a two-year grant, supporting regional recovery planning work for the next two years for up to $400,000.

- Update the region’s Comprehensive Economic Development Strategy by working with local governments, and regional business and economic development interests to define and promote a disaster recovery strategy
- Determine steps that the region could take to diversify its business base to build resiliency in its economy
- Evaluate changes in the region’s workforce skills and availability to meet labor force requirements as businesses begin hiring or bringing employees back to work
- Offer technical support to local governments on economic recovery strategies to support area business and residents to recovery from this economic crisis and as appropriate support implementing shared services to address local government functions with limited resources
- Assist disadvantaged workers to evaluate their skills and support their efforts at securing additional training and to secure employment through KC Degrees and in partnership with local workforce and education organizations
## BUDGET CONSIDERATIONS:

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>Amount of Grant funds: $400,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>Economic Development Administration</td>
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</tbody>
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<thead>
<tr>
<th>PROJECTED EXPENSES</th>
<th>EDA Grant Funds</th>
</tr>
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<tbody>
<tr>
<td>Personnel (salaries, fringe, rent)</td>
<td>$375,000</td>
</tr>
<tr>
<td>Contractual (economic data license)</td>
<td>$20,000</td>
</tr>
<tr>
<td>Other (supplies, printing, etc.)</td>
<td>$5,000</td>
</tr>
</tbody>
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### RECOMMENDATION:

Authorize an application to the US Economic Development Administration, the acceptance and expenditure of funds if awarded, through the MARC CSC, for up to $400,000 to support regional economic development recovery planning and technical support to local communities.

### STAFF CONTACT:

Marlene Nagel
ISSUE:
VOTE: Authorize the submission of grant applications and acceptance of funds if awarded, for the Double Up Food Bucks program

BACKGROUND:
In June 2016, the U.S. Department of Agriculture awarded a $2.9 million Food Insecurity Nutrition Incentive (FINI) grant to MARC to fund a three-year expansion of the Double Up Food Bucks program. This program provides SNAP customers at participating locations with a dollar-for-dollar matching incentive to purchase fresh produce. After launching a successful pilot program in five grocery stores in 2015, MARC and its grant partners used the FINI grant to expand the program from 60 locations in 2016, to 160 locations by the beginning of 2019. This included 22 grocery stores and 16 farmers markets in the greater Kansas City area. The program was offered in the Kansas City metro, eastern Kansas, the St. Louis metro and central and southern Missouri. MARC operated the program through the end of 2019.

SNAP customers may shop at any participating farmers market or grocery store. The program provides a dollar for dollar match on SNAP purchases (up to $25) and the match applies to the purchase of fresh fruits and vegetables. An evaluation of the program that ended in 2019 showed that SNAP households that participate in Double Up Food Bucks (DUFB) were more likely to be able to afford and consume healthier food and have better health outcomes. Nearly $2.5 million of nutrition incentives were redeemed by SNAP households over the program’s 3 ½ years.

MARC and its partners applied for a new USDA grant last year but were not successful. MARC did receive a three-year grant from the Kansas Health Foundation to support expansion of the program throughout the state of Kansas. MARC secured grants for calendar year 2020 from local funders to support the program throughout the greater Kansas City area, including Blue Cross Blue Shield, Marion and Henry Bloch Charitable Foundation, and the Hall Family Foundation. A request is pending at the Health Forward Foundation. The USDA has issued a call for applications for the Nutrition Incentive Program (Gus Schumacher NIP) for the next three years (2021-2023). MARC has worked with current and potential program partners on a new application.

- University of Kansas Medical Center, along with University of Kansas and St. Louis University (evaluation services)
- Cultivate KC (farmers markets in KC metro area)
- Kansas State University Research and Extension Service
- Retail Grocers Association
- University of Missouri Extension Service

The USDA grant requires a 1:1 match of federal-to-local funding. MARC is currently in discussions with private foundations and others in Kansas and Missouri about supporting a new program and matching the USDA funds. MARC would have two years of funding in place from the Kansas Health Foundation. The grant award last year was for $1,745,000. MARC anticipates applying to the USDA for approximately $4.2 million if enough local match can be committed. Requests have been made to the Health Forward Foundation for $600,000, Blue Cross Blue Shield of Kansas City for $150,000, and to the Marion and Henry Bloch Foundation for $150,000. Additional requests will be
made over the next few weeks. Matching resources need to be committed by the application deadline.

BUDGET CONSIDERATIONS:
Work is underway on a budget that serves three geographic areas, depending on the matching resources secured. These areas include the state of Kansas outside the KC metro area; the KC metro area and the state of Missouri outside the KC metro area. A dollar for dollar match is required for the federal funds. At least 51 percent of the federal and matching resources must be used for nutrition incentives.

RECOMMENDATION:
Authorize MARC to submit grant applications and accept funds if awarded, to the U.S. Department of Agriculture for the Gus Schumacher Nutrition Incentive Program, the Health Forward Foundation, Blue Cross Blue Shield of Kansas, the Marion and Henry Bloch Foundation, Blue Cross Blue Shield of Kansas City and other foundations as described above for the Double Up Food Bucks program.

STAFF CONTACT:
Donna Martin
Marlene Nagel