



Mid-America Regional Council Community Services Corporation

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

agenda updated 2/26/2024 at 9:00 a.m. to add item 6

February 27, 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 January 23, 2024, Meeting
3. VOTE: Approve amendment increase with Town & Country Super Market, Inc for Double Up Food Bucks incentives at their participating stores.
4. VOTE: Authorize grant application to the Hall Family Foundation for \$300,000 to support the Double Up Food Bucks Program.
5. VOTE: Authorize a grant application to the Elevance Health Foundation for Double Up Food Bucks program extension and assessment of clinical outcomes.
6. VOTE: Authorize a grant application to the US Economic Development Administration for the Planning Partnership Program.
7. Other Business
8. Adjourn



Mid-America Regional Council Community Services Corporation

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

MEETING SUMMARY

January 23, 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 Scott Fricker, Platte County, MO
Commissioner Billy Gaines, Ray County, MO
Councilmember Holly Grummert, Overland Park, KS
Mayor Pro Tem Beto Lopez, Lee's Summit, MO
Commissioner Jerry Nolte, Clay County, MO
Commissioner Christian Ramirez, Unified Government of Wyandotte County and Kansas City, Kansas
Commissioner Rob Roberts, Miami County, KS
Mayor Carson Ross, Blue Springs, MO
Commissioner Doug Smith, Leavenworth County, 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
Toni Sturdivant, Director of Early Learning and Head Start
Eric Winebrenner, Public Safety Program Director
Donna Martin, Senior Public Health Planner

OTHERS

CALL TO ORDER

Commissioner Janeé Hanzlick called the MARC Community Services Corporation Board of Directors meeting to order at 11:44 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.



Mid-America Regional Council Community Services Corporation

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

VOTE: Approve Minutes of the November 28, 2023 Meeting

VOTE: Authorize acceptance of additional funds from the Hall Family Foundation for an energy conservation program to assist non-profit organizations.

VOTE: Authorize acceptance of grant funds from the Marion and Henry Bloch Charitable Foundation for grant writing services.

VOTE: Authorize a grant application to the Kansas Health Foundation for \$1.75 million dollars to support Double Up Food Bucks program.

Commissioner Rob Roberts motioned to approve and Councilmember Holly Grummert seconded. The motioned passes.

Other Business

Adjourn

The meeting was adjourned at 11:46 a.m.



Mid-America Regional Council Community Services Corporation

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

February 2024

Item No. 3

Thriving Older Adults and Communities

ISSUE:

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

BACKGROUND:

Mid-America Regional Council (MARC) received a USDA Gus Schumacher Nutrition Incentive Program (GusNIP) COVID Relief and Response (CRR) grant in the fall of 2021. This grant allowed the Double Up Food Bucks program to significantly expand to new locations, particularly in Missouri. Twenty-nine Town & Country Super Market stores throughout central and southern Missouri have been offering the Double Up Food Bucks incentive program to their customers who receive food assistance since April 2022. The original budget for these stores was \$852,524.27. Program usage at the stores has grown nearly every month since the stores started offering the program. Their budget for incentives redeemed is expected to be depleted in the next couple of months. The overall Double Up Food Bucks GusNIP CRR budget, which MARC monitors, has funds available to extend the ability for the Hays stores to be able to continue offering the incentive to their customers.

BUDGET CONSIDERATIONS:

The budget for the Gus Schumacher Nutrition Incentive COVID Relief and Response grant totals \$4.35 million and can accommodate an increase to the budget for the Hays Food Town, Inc Stores to implement the program.

Table with 2 columns: Description, Amount. Rows include REVENUES (Amount: \$250,000 additional budget, Source) and PROJECTED EXPENSES (Personnel: \$0, Contractual: \$0, Pass-Through: \$250,000 additional budget, Other: \$0).

RELATED JURISDICTIONS:

See attached table.

RECOMMENDATION:

Authorize the executive director to sign a contract amendment with Town & Country Super Markets, Inc. to allow them to continue implementing the Double Up Food Bucks program supported by a grant from the USDA’s Gus Schumacher Nutrition Incentive Program (COVID Relief and Response).

STAFF CONTACT:

Donna Martin, Public Health Senior Planner
Kristi Bohling-DaMetz, Director of Aging and Adult Services

Grocery Stores Participating in the Program

Grocery Store	Address	City	State	Zip Code	County
Apple Market #2445 - Mountain View	410 W US Highway 60	Mountain View	MO	65548	Howell
Apple Market #2626 - Clever	6805 St Highway 14	Clever	MO	65631	Christian
Apple Market #2628 - Marionville	646 Highway 60-A	Marionville	MO	65705	Lawrence
Apple Market #2632 - Ozark	604 E South Street	Ozark	MO	65721	Christian
Apple Market #2667 - Willard	Highway 160 & Miller Road	Willard	MO	65781	Greene
Country Mart #2416 - Dixon	508 E 5th St	Dixon	MO	65459	Pulaski
Country Mart #2425 - Steelville	47 E Highway 8	Steelville	MO	65565	Crawford
Country Mart #2435 - St. James	319 North Jefferson St	St James	MO	65559	Phelps
Country Mart #2442 - Salem	1204 E Highway 32	Salem	MO	65560	Dent
Country Mart #2447 - Mountain Grove	1901 W 19th St	Mountain Grove	MO	65711	Wright
Price Chopper #2423 - Rolla	1360 Forum Dr	Rolla	MO	65401	Phelps
Town & Country #2417 - Willow Springs	719 E Main	Willow Springs	MO	65793	Howell
Town & Country #2418 - Bourbon	150 West Pine	Bourbon	MO	65441	Crawford
Town & Country #2420 - Mansfield	305 East Commercial St	Mansfield	MO	65704	Wright
Town & Country #2421 - Licking	117 E Highway 32	Licking	MO	65542	Texas
Town & Country #2422 - Gainesville	102 Main St	Gainesville	MO	65655	Ozark
Town & Country #2428 - Ava	405 Springfield Rd	Ava	MO	65608	Douglas
Town & Country #2431 - Crocker	500 S Commercial St	Crocker	MO	65452	Pulaski
Town & Country #2432 - Iberia	2322 Highway 17	Iberia	MO	65486	Miller
Town & Country #2434 - Cabool	719 Ozark Ave	Cabool	MO	65689	Texas
Town & Country #2451 - Richland	200 East Jefferson	Richland	MO	65556	Pulaski
Town & Country #2452 - Sparta	7270 East Highway 14	Sparta	MO	65753	Christian
Town & Country #2463 - Hartville	245 East Rolla	Hartville	MO	65667	Wright
Town & Country #2494 - Winona	710 N Highway 19	Winona	MO	65588	Shannon
Town & Country #2671 - Ellington	335 Trimmer Lane	Ellington	MO	63638	Reynolds
Town & Country #2681 - Ironton	616 North Main	Ironton	MO	64650	Iron
Town & Country #2688 - Piedmont	7 Hal's Plaza	Piedmont	MO	63957	Wayne
Town & Country Markets #2711 - Laurie	220 North Main	Laurie	MO	65308	Morgan
Town & Country Markets #2712 - Stover	507 W 4th St	Stover	MO	65078	Morgan



Mid-America Regional Council Community Services Corporation

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

February 2024

Item No. 4

Thriving Older Adults and Communities

ISSUE:

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

BACKGROUND:

The Double Up Food Bucks program is currently supported by two grants from the USDA that will be ending at the end of 2024: \$8.1 million from USDA’s Gus Schumacher Nutrition Incentive Program (GusNIP) which has a 50% match requirement that the Hall Family Foundation provides. And \$4.35 million from COVID Response and Relief funds that did not require match funding.

In order to continue the Double Up Food Bucks program, the Double Up Heartland Collaborative, led by Mid-America Regional Council (MARC), would like to pursue another USDA GusNIP grant. The RFA for 2024 is expected to be released in early 2024 and will have a 50% match funding requirement. In anticipation of that requirement, staff is having conversations with current funders and prospective new funders. Recent conversations with the Hall Family Foundation have resulted in an invitation for MARC to apply for \$300,000. For this application to be reviewed by staff and considered by the Hall Family Foundation Board, the program officer at the foundation has recommended that the application be submitted by Wednesday, February 14, 2024.

BUDGET CONSIDERATIONS:

REVENUES	
Amount	\$300,000
Source	
PROJECTED EXPENSES	
Media	\$10,000
Incentives	\$250,000
Postage/Printing	\$10,000
Other (supplies, printing, etc.)	\$30,000

RELATED JURISDICTIONS:

This item impacts Leavenworth, Johnson, and Wyandotte counties in Kansas. And Cass, Clay, Jackson, Ray, and Platte counties in Missouri.

EXHIBITS:

None



Mid-America Regional Council Community Services Corporation

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

RECOMMENDATION:

Authorize an application for \$300,000 to the Hall Family Foundation to support Double Up Food Bucks after 2024. This funding will be included as part of the match for an upcoming application to the USDA for a healthy food incentive grant.

STAFF CONTACT:

Donna Martin, Public Health Senior Planner
Kristi Bohling-DaMetz, Director of Aging and Adult Services



Mid-America Regional Council Community Services Corporation

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

February 2024

Item No. 5

Thriving Older Adults and Communities

ISSUE:

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

BACKGROUND:

The Double Up Food Bucks program is currently supported by two grants from the USDA that will be ending at the end of 2024: \$8.1 million from USDA’s Gus Schumacher Nutrition Incentive Program (GusNIP) which has a 50% match requirement. And \$4.35 million from COVID Response and Relief funds that did not require match funding.

In order to continue the Double Up Food Bucks program, the Double Up Heartland Collaborative, led by Mid-America Regional Council (MARC), would like to pursue another USDA GusNIP grant. The RFA was released February 14, 2024 and has a 50% match funding requirement. To meet that requirement, MARC staff are having conversations with current funders and prospective new funders.

Elevance Health Foundation (EHF) does not currently support the DUFB program, but the foundation has a Food as Medicine funding opportunity that can provide support. To meet the requirements of that funding opportunity, they are requesting an additional assessment of the DUFB program: a sub study to assess clinical health outcomes (i.e., blood pressure, HbA1c, lipids, weight/BMI, etc.) for people who use the DUFB program. MARC staff and the evaluator team for the DUFB program at the University of Kansas Medical Center developed a proposal that includes recruiting three cohorts of DUFB participants that will use the program for six months and be assessed before and after the six-month time period.

The program officer at Elevance recommended that an application be completed and submitted to them as soon as possible so that it could be reviewed quickly. After conversations with the program officer, MARC staff will apply for \$900,000 to contribute to supporting the Double Up Food Bucks program for a three-year period and \$190,000 to fund the sub study that would be conducted during the program period.

BUDGET CONSIDERATIONS:

REVENUES	
Amount	\$1,090,000
Source	Elevance Health Foundation
PROJECTED EXPENSES	
Contractual (Sub Study)	\$190,000
Media	\$0
Incentives	\$900,000
Postage/Printing	\$0
Other (supplies, printing, etc.)	\$0



Mid-America Regional Council Community Services Corporation

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

RELATED JURISDICTIONS:

Missouri communities with a participating DUFB location.

EXHIBITS:

None

RECOMMENDATION:

Authorize an application for \$1.09 million to the Elevance Health Foundation to support DUFB after 2024. This funding will be included as part of the match for an upcoming application to the USDA for a healthy food incentive grant and support a sub study to study clinical health impacts experienced by people who use the DUFB program.

STAFF CONTACT:

Donna Martin, Senior Health Planner

Kristi Bohling-DaMetz, Director of Aging and Adult Services



Mid-America Regional Council Community Services Corporation

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

February 2024
Item No. 6
Competitive Economy

ISSUE:

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

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, the Mid-America Regional Council (MARC) prepared and submitted a Comprehensive Economic Development Strategy (CEDS) plan to the EDA, outlining economic development needs with 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 plan adoption was in February 2019 with a supplement plan update submitted in 2022 to address issues arising from the COVID-19 pandemic. The next 5-year CEDS plan update is due September 30, 2024.

EDA approved a district designation for the Kansas City region in 2006, and EDA awarded the first annual planning grant to MARC. The district designation allows MARC and local agencies to apply for EDA funding. MARC has been invited to apply for a three-year grant, supporting our work from April 1, 2024 through March 31, 2027 for a total of \$210,000.

The grant requires a 30 percent local match which MARC expects to document with in-kind services on the Public Sector Workforce Development Program in year one and beyond and other philanthropic funds received by MARC Community Services Corporation or funds collected by MARC from local agencies for services delivered to support economic growth of their communities as necessary in years two and three.

BUDGET CONSIDERATIONS:

REVENUES		
Amount of Grant funds	\$210,000	
Source	Economic Development Administration	
PROJECTED EXPENSES		
	EDA Grant Funds	In-Kind Match
Personnel (salaries, fringe, indirect, rent)	\$205,500	\$90,000
Contractual		
Pass-Through		
Travel—Annual Training/Conferences	\$4,500	

RELATED JURISDICTIONS:

This item impacts all counties in the MARC region.



Mid-America Regional Council Community Services Corporation

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

EXHIBITS:

None

RECOMMENDATION:

Authorize the application and acceptance of funds, if awarded, of up to \$210,000 from the US Economic Development Administration to support regional economic development planning. And authorize the documentation of \$90,000 of in-kind services to match the federal funds for three years.

STAFF CONTACT:

Marlene Nagel, Director of Community Development
Lisa Danbury, Small Cities Manager