

FLINT HILLS
REGION

Flint Hills Regional Council Board of Directors

July 16, 2022
9:00-11:00 am

In person at
Clay Center City Hall
Council Chambers, 1st Floor
427 Court Street
Clay Center, KS

OR

Join Zoom Meeting

<https://us02web.zoom.us/j/5135563534>

Meeting ID: 513 556 3534

Invited: Directors from Member Jurisdictions, Fort Riley, Kansas State University, Community Stakeholders – Open to the Public

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|--|---|
| 1. Welcome / Roll Call / Establish Quorum
<i>Welcome from Mayor Thatcher, Clay Center</i>
<i>Introduction of New Harveyville City Councilperson/FHRC Board Representative Teri Naylor</i> | Richard Weixelman, President |
| 2. Approval of June Meeting Minutes | Richard Weixelman, President |
| 3. Review and Approval of June Financial Reports | Richard Weixelman, President |
| 4. New Business | Richard Weixelman, President |
| a. Introduction of Holly Boice – Grant Specialist | Jerry Lonergan/Holly Boice |
| b. Defense Manufacturing Consortium -
• Page 4 is a draft letter of commitment | Jerry Lonergan/Rebecca Robinson,
K State Innovation Partners |
| c. Kansas Infrastructure Summit – Wichita, July 13
• Create a planning group? | Jerry Lonergan |
| d. Updating and Refreshing FHRC Web Site
• Attached is a review of the web site by a professional developer | Jerry Lonergan |
| e. EPA Brownfield Outreach | Janna Williams |
| 5. Old Business | |
| a. Staff Update
• Budget Presentation Riley Co – June 18 meeting Lyon Co
• Skill Analysis Draft Report
• August Board Meeting | Jerry Lonergan
Jerry Lonergan
Jerry Lonergan |
| 6. Presentation - <u>Grow Clay County</u> | Natalie Muruato, Executive Director |
| 7. Community Updates | Round Table |
| 8. Adjourn | Richard Weixelman, President |

Next Regular Board meeting August 26, 2022

*Enhancing the economic viability and improving the quality of life through regional collaboration in
the Flint Hills*

FLINTHILLSREGION.ORG

4.c. agenda item

Below is a summary by a website development professional that seeks to outline concerns and suggestions for enhancing the current web site. This was done as a favor to me, the developer is a friend and understands she would likely not be the one hired to make the changes.

It suggests we could make changes that would make the website more informative, attractive, and valuable.

Jerry

Flint Hills Regional Council Website Review

Your website may be the first thing people come in contact with when learning about your organization. The goal is to give people a clear understanding of what you do and how you can help!

Home page <https://flinthillsregion.org/>

What captures the eye first?

- The hero image changes upon reloading, but images are not cohesive, and give different impressions: a school, an airport, military, horses, speaker's face cropped out, without any text or explanation of what these images are related to. Recommendation: Remove slider and have one main image with text clearly articulating what FH Regional Council does

Navigation:

- Locking navigation at the bottom of the screen is not recommended. Users are on different size devices and for some, the navigation won't be immediately visible on their screen. Recommendation: Main navigation should be visible and intuitive and at top of screen.
- Consider re-organizing and consolidating navigation items so menu is not so long (currently 11 items - try to get to 5 or 6 items)

Welcome to section:

- Remove "welcome to", and move "Flint Hills Regional Council: Enhancing the economic viability and improving the quality of life through regional collaboration in the Flint Hills." to top section of page (where slider is now).
- Note: in looking through the rest of the site and your plan, there is some great language that can be repurposed, for example: "We provide access to millions of dollars for the communities in our 7 district area."
- Create direct messages of who you have helped and how.
 - Rough example: The plan says "Enhance support for entrepreneurs of all ages."
 - Change to: "We helped (number)of entrepreneurs secure (dollars) in funding." Give direct examples, with dollar amounts or other measurable results when possible.
 - Or this is very powerful: Flint Hills Economic Development District = **Access to Millions of Dollars** to Support Our Region.

Information boxes:

- Who is your audience and what are they coming to the website for? Can visitors quickly locate key information?

- Organize the information accordingly and make it easy to scan to locate different pieces of information. Currently, the staggered information boxes make it hard to know where one starts and another one ends. Visitors cannot quickly glance through the information and find what they need.
- The strategic plan lists 11 Partners and Stakeholders—each of these wants different information from your website. Organize the information and create paths for the most frequent visitors to the site.

Social media icons

- It is distracting to have icons jump around like this. Depending on screen size, they can obscure the navigation.
- Recommend these to be locked in place on the footer.
- Realistically what social media is FH active on and updating regularly? These should be the platforms you focus on.

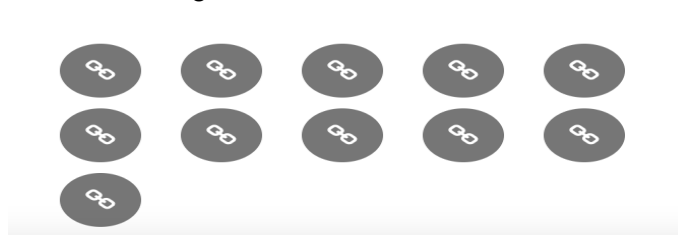


Contact information

- Where is the FH contact info? I could not find a way to contact the organization. No phone or email is listed. A contact link should live in the footer so it is available on every page.

Footer

- There are images of links with no text so it is unclear what purpose they serve



- Missing an opportunity for the organization to collect email addresses from visitors. Email signup should be in footer, available on every page.

Accessibility

As an organization that serves a very large population, it is important that your website be accessible to all people, regardless of their ability or technology.

Recommend testing to see if website is compliant with industry standards of WCAG 2.0 (Web Content Accessibility Guidelines).

Recommend creating an Accessibility Statement, placing in footer with contact info in case a visitor has trouble accessing the website.

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July 15, 2022

Dr. Beth A. Montelone
Senior Associate Vice President for Research
Kansas State University
102 Fairchild Hall, Office of Research Development
Manhattan, KS 66506

RE: *Great Plains Defense Manufacturing Community*
Letter of Commitment – Consortium Member

Dear Dr. Montelone:

At its July 15, 2022, board meeting, the Flint Hills Regional Council voted to forward this letter of commit to be part of the Great Plains Defense Manufacturing Community consortium, for the proposal that will be submitted by Kansas State University (K-State), should it be designated by the Office of Local Defense Community Cooperation, Department of Defense.

Increasingly new, expanding, and re-shoring companies in the United States seek locations with an educated and motivated workforce, or at a minimum a trainable population base. K-State, as a land grant university, attracts bright students used to hard-work and the Ft. Riley Military base seeks to retain exiting soldiers both these characteristics provide a base of talent familiar with or comfortable working in high-tech automated manufacturing methods. The Great Plains Defense Manufacturing Community would create a solution for attracting and retaining the high-skilled industry-ready talent.

As a founding member of this consortium, the Flint Hills Regional Council commits to contributing the following:

- Assisting in attracting and retaining potential talent for training
- Insure member communities are aware of training and industry opportunities
- Providing access to regional economic development stakeholders and resources.

The Flint Hills Regional Council is aware of K-State's role as the lead organization of the consortium and looks forward to being a part of this important undertaking for our region. The nation's security innovation base will be strengthened by designating this consortium as a Defense Manufacturing Community.

Sincerely,

Richard Weixelman, Board President
Flint Hills Regional Council