

First Impressions



Minneola, KS

K-State Research and Extension in
Partnership with
The Dane G. Hansen Foundation



- Minneola asked for First Impressions, obtained Pretty Prairie as its partner; 121 miles or about 2 hours away.
- Volunteers were trained in both communities. Multiple visitors from Pretty Prairie came to Minneola on October 6th and October 29th.
- Reports were compiled, pictures were taken of Minneola observations on November 10th, presentation was designed in December.
- Results are presented tonight, 2/4/2021.
- Minneola uses the results for further discussion and action plans.

Why: First Impressions?

- **Feedback:**

How does a first-time visitor view my town?

- Evaluate successes.
- Set goals and priorities for next steps.

- **If you don't agree with the observation:**

- ***Be curious,*** Why does the visitor see it this way?
- Is the observation worth considering?
- What can we do to change it– or the perception?

Curiosity: A strong desire to know or learn something.

-Oxford Living Dictionary

Ben Winchester, Senior Research Fellow, U of MN

We need to change the narrative about rural.

- Rural is *changing*, not dying.
- Brain Gain (30-49 year olds moving to rural) is a “new trend” that has been happening since the 70’s and no one is noticing or talking about it.
- Only 36% lived there previously.
- People research a number of places before they move to a rural town.
- Rural is in the middle of ***everywhere***. You live one place, work another and play another. With transportation and internet, it’s all accessible to you.

Ben Winchester, Senior Research Fellow, U of MN

- In a survey of newcomers to rural areas, the reasons they come are:
 - Simpler pace of life
 - Safety and security
 - Low housing cost
 - *“A job,” isn’t in the top 10 reasons.*
- “In small towns everyone knows each other.” *false*
- *Get to know each other*, invite them to a newcomers’ meal.

- If you bring 7 people to a 700 citizen town every year in 10 years you'll have a 10% increase. It matters! It is a challenge with housing, but it is achievable.
- We are our own worst enemies. We have to monitor our customer service and what we say. It matters.
- Don't say, "You have to live here twenty years to be an insider." And don't act like it either.

- 75% of rural homeowners are Baby Boomers and older. 30% are over 75.
- Housing will be freed up as the baby boomers retire and move closer to medical services.
- Rural communities need retirement housing (not nursing facilities, but maintenance free) to retain seniors.- *Ben Winchester, Senior Research Fellow, University of Minnesota*



*Ben Winchester was our guest on the
March 1, 2019 First Friday Call.*

See the recording at:

<https://www.ksre.k-state.edu/community/business/entrepreneurship/>

- 2010 Census Population 745
(up 3.9% since 2000*) (KS= +6.1%)
- 2018 Estimate is 928 (± 129)
(up 29.4% since 2000) (KS= +8.0%)
- 90.9% high school or GED, 28.3% college educated
– 91.8% HS or equivalency, 34.0% college education (KS)
- Poverty rate 7.7% (KS=11.4%)
- Median Age 39.1 years (KS=37.2)
- Median household income is \$60,000 (KS=\$62,087)
- Daily traffic count ~ East/West: 5,000, North/South:
2,500

* 2000 Census was 717

Website

- City website does not come up when searching with Google.
- Website on city's official Facebook page goes nowhere.

1,008 people follow this

1,553 people checked in here

<http://www.minneolakansas.com/>

(620) 885-4331



Hmmm... can't reach this page

www.minneolakansas.com's server IP address could not be found.

Search Bing for [minneolakansas](#)

ERR_NAME_NOT_RESOLVED



minneola ks

[All](#) [Maps](#) [News](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 678,000 results (0.53 seconds)

[en.wikipedia.org](#) › [wiki](#) › [Minneola_Kansas](#) ▾

Minneola, Kansas - Wikipedia

Minneola is a city in Clark County, Kansas, United States. As of the 2010 census, the city population was 745. **Minneola**, Kansas. City · Reformed Presbyterian ...

County: **Clark**

Area code: **620**

ZIP code: 67865

Founded: 1887

[Geography](#) · [Demographics](#) · [Economy](#) · [Education](#)

[www.mapquest.com](#) › [kansas](#) › [minneola-ks-282034013](#) ▾

Minneola, KS - Minneola, Kansas Map & Directions - MapQuest

Description. **Minneola** is a city in Clark County, Kansas, United States. The population was 717 at the 2000 census. **Minneola** is located ...

[www.city-data.com](#) › [city](#) › [Minneola-Kansas](#) ▾

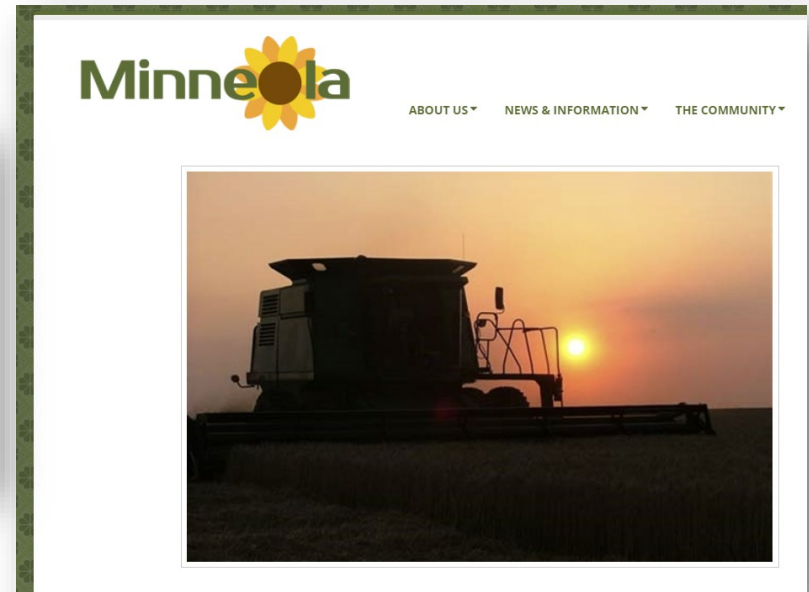
Minneola, Kansas (KS 67865) profile: population, maps, real ...

Races in **Minneola, KS** (2010) · 68792.2%White alone 314.2%Hispanic 141.9%Two or more races 91.2%Asian alone 20.3%Other race alone 10.1%American ...

Population density: 1,532 people per square ...

Website

- If you change .com to .org the website comes up.
- Once website was found it was very easy to navigate and very attractive.
- Found additional information online about Minneola Den, Kangaroo Daycare, Minneola Rec, and the Wellness Center.



“Five-Minute” Impression

- The city is very clean and trash is picked up in the alleys. For the most part, clean yards.
- Streets are well maintained.
- Downtown appears to be busy.
- A lot of mobile homes in town.
- Old style water tower observed.



- All four major entrances had Minneola sunflower signage.
- A lot of cars parked on the streets off Main.
- The town is surrounded by agricultural land and wind turbines.



“Five-Minute” Impression

- The Curve Motel gave a great first impression of town as it was clean and visually attractive.
- Entering from east or west you can immediately see the large Co-Op, motel, gas station, and police presence.



Downtown Business Area

- Downtown is the busy part of town.
- Good lighting in this part of town.
- Grassy areas are well manicured.
- Digital sign on north end of Main provided information on upcoming activities.



Downtown Business Area

- Some empty storefronts, though most buildings were occupied.
- The hospital seems to be new.
- Everything you need is conveniently located within 3 blocks.
- Really like the “older” signs still in use.



Downtown Business Area

- Some of the signs on the businesses were a bit small and weren't noticed right away. Might be a problem for a traveler or someone new to town. Had to go through a few times to see what was available.
- Observed the following businesses when exploring the downtown: grocery store, pharmacy, Mexican restaurant, bank, city hall, hospital/clinic, insurance building, church, funeral home, and apartments.



Downtown Business Area

- The Home Town Market is amazing. Had a good variety of basics and specialty foods. Everything is there you'd need without having to go to Walmart. The ladies at the meat department were very informative.



Downtown Business Area

- The pharmacy had all the basics, including homemade jelly.
- Visitors had an amazing lunch at the Mexican restaurant and the service was phenomenal.
- Customer service elsewhere was good. Most visitors were greeted when they entered buildings and they encountered friendly, helpful service.



Downtown Business Area

- Plenty of public places to sit.
- Trash cans were noted, but visitors suggested maybe another 1 or 2 on each block to make it easier to dispose of trash.
- No drinking fountains, public wi-fi, or restrooms noted downtown.
- Visitors loved the little park area with concrete tables and benches.



Downtown Business Area

- Planters were observed on the sidewalks.
- Landscaping was generally good at all businesses.
- Lots of parking was available and most everything is within easy walking distance of Main Street. Visitors would like to see lines painted for parking – unsure whether to park straight or at an angle.
- Downtown is very welcoming. The streetlights were the first thing visitors noticed turning into the area.
- Loved the original buildings – very well kept and pleasing.



- Most felt that there were no other shopping areas outside of downtown.
- One visitor indicated there were a few retail areas outside of downtown, but most is downtown. No specific details on what types of shops were seen.

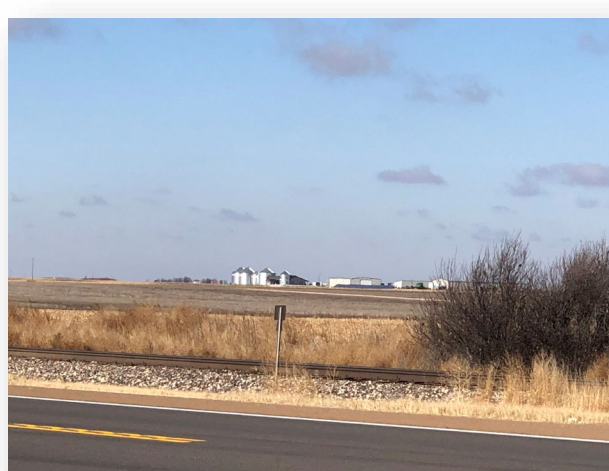
- *A drive-by is not how industry will find you, check with your local Eco Devo director to make sure your site is listed on LocationOne @ Kansas Department of Commerce.*

Observation:

- “Entrepreneurs who choose to start their small businesses are responsible for 63 percent of net new jobs created in the United States every year.”
- *Global marketing makes your town accessible to purchases all over the world.*

Industrial Parks/Commercial

- Most visitors felt there was a well-defined area on the north side of Highway 54, though one visitor didn't indicate they found a specific area.
- The area at the north end of town appears to have plenty of room for expansion.



- The hospital appears to be new and well maintained. There is an emergency room, a clinic, and physical therapy service available.
- The hospital and associated services are easy to access.
- Specialists come in multiple times per week.
- There is an EMS building on the north side of the park.



- Additional medical office space may be coming in the future on Main Street.
- For long-term care services, visitors noticed Minneola Long Term Care.
- Unsure about any assisted living facilities.
- There are nice apartments for senior living.



- Very few houses found for sale in the community. Online search listed only 4.
- There is a good variety of homes to appeal to different income levels – low to moderate.



- Rentals observed were the apartment complex.
- No rentals found in town in an online search, but Dodge City came up as a close alternative.
- Could unoccupied storefronts be converted into residential rental units?
- Could commercial buildings for sale on the west end of town be made into residential rental units?



Minneola

KANSAS

• Total Housing Units	416	
• Total Occupied Houses	344 (82.7%)	(88.4%)
• Vacant Houses	72 (17.4%)	(11.6%)
• Owner Occupied	224 (65.1%)	(66.5%)
• Renter Occupied	120 (34.9%)	(33.5%)
• Family Households	215 (62.5%)	(64.4%)
• Non-family Households	129 (37.5%)	(35.6%)

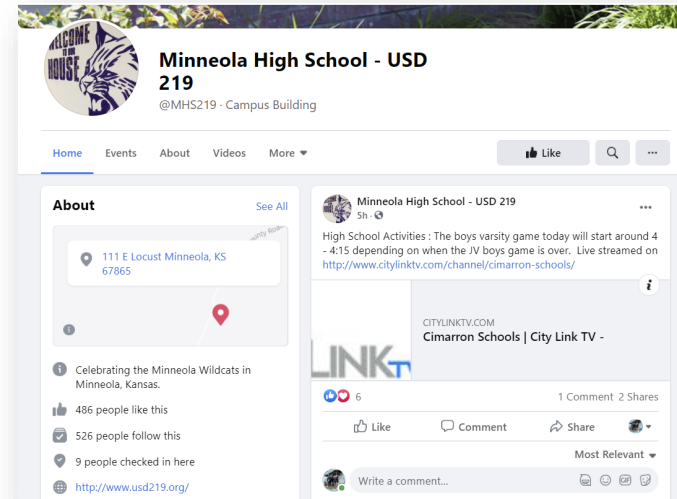
- **Need for clean-up/demolition of older properties?**



- K-12 schools were observed.
- Facilities appear to be adequate in size for the area served.
- Facilities were well maintained.
- Adequate areas for parking and sports.



- Information was found about the schools online using Google.
- Noted that the high school offers some college credit courses.
- The school's Facebook page was very helpful in providing information.
- The school's website was easily located using Google. It was very informative which indicates pride in the school and quality of education.



Comments:

- Some visitors noted one childcare option, but the price was not listed online. Some did not find any childcare options.
- Some information about childcare at the Methodist church, but unsure of others.

Clark County Data (2019):

- **Number of Children Under Age 6 Potentially Needing Care:** **79**
- **Number of Licensed Family and Group Day Care Homes:** **4**
- **Number of Childcare Centers:** **0**
- **Desired Capacity of Childcare Centers:** **61**
- **Extent that desired capacity meets potential need:** **77%**
- **Creating a Childcare Action Plan**

<https://www.ks.childcareaware.org/wp-content/uploads/Child-Care-Supply-Demand-Action-Plan.pdf>

Contact [ks.childcareaware.org](https://www.ks.childcareaware.org) to get access to local childcare specialists.

785-823-3343

- Noticed 4 churches during visit. They were also listed on the info sheet from the city office and website.
- Could not find any information online about AWANA programs but did see 2019 vacation bible school information online.
- Clark County Gazette speaks of 5 churches in town.
- Noticed “The Den” but couldn’t find any information on it in town.
- Did not note any evidence of faith-based community services except for earlier mention of possible childcare at Methodist church.



- Some didn't notice any civic organizations within the community.
- Others noted the American Legion, Masons, and Firemen's Relief Association.
- No one noticed any evidence of civic organization activity.



- Most streets well maintained. Street parking and parking lots available seemed adequate.
- Very few streetlights outside of Main.
- This is a town that takes pride in its appearance! Lots of pretty landscaping.
- Some gutters are a little dirty and overgrown, but mostly great.



- Liked the purple street signs.
- Need signage for the Market and schools on the highway to direct people in. Current Market sign is on a side street.



- City clerk gave out a “Welcome to Minneola” list of businesses and phone numbers. Would like to have seen childcare information listed.
- Staff was nice and extremely helpful.
- Just from short visit, Minneola is blessed to have Brenda and Patrick. So much information was shared about the town, plans to improve housing, traffic, and more.



Fire, EMS and Police Services

- Police department is next door to city hall.
- Fire station is one block west, but no major signage to identify it.



Welcome to Kansas Insurance Department

Home Contact Us search GO

Kansas Insurance Commissioner Vicki Schmidt



Kansas Insurance Department
420 SW 9th Street
Topeka, Kansas 66612-1678
Consumer Hotline: 800-432-2484 (KS only)
[Email Us](#) | Phone: 785-296-3071

- > The Department
- > Auto/Home
- > Health/Life
- > Insurance Fraud & Education
- > Producer/Agency Services
- > Company Services
- > Other Services

HOME : ISO

ISO Public Protection Classification

Most U.S. insurers of home and business properties use Insurance Services Office's (ISO) Property Protection Classification (PPC) in calculating premiums. In general, the price of insurance in a community with a good PPC is lower than in a community with a poor PPC, assuming all other factors are equal.

PPC Program: <https://www.isomitigation.com/program-works/how-the-ppc-program-works.html>

A community's PPC depends on:

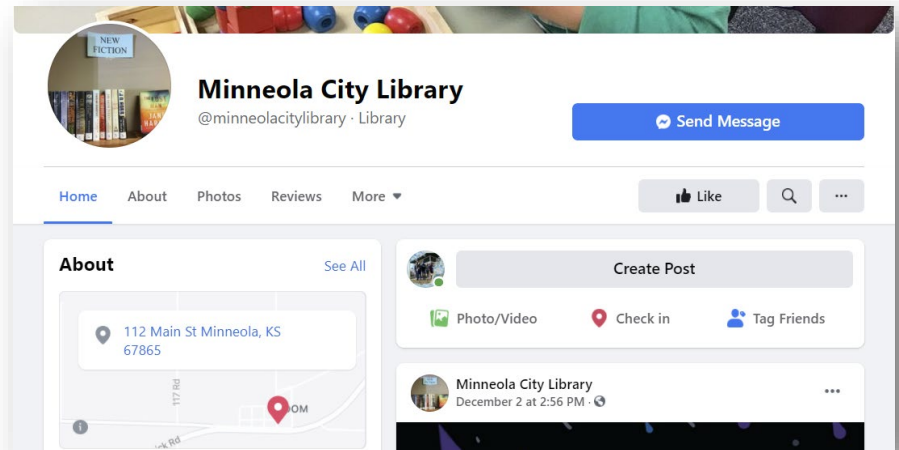
1. Emergency communications systems, including facilities for the public to report fires, staffing, training, certification of telecommunicators, and facilities for dispatching fire departments
2. The fire department, including equipment, staffing, training, and geographic deployment of fire companies
3. The water supply system, including the inspection and flow testing of hydrants and a careful evaluation of



- Visitors found the library on the north end of Main Street. Some didn't have a chance to go in during their visit.
- It was noted that it wasn't easy to find the library, however, because the signage wasn't immediately visible.



Source: Minneolakansas.org



- Parks and outdoor spaces noted: city parks, school playground, green space on Main Street.
- City park had a covered shelter, trash cans, and tables available for use.
- Not much in the way of signage directing people to park.
- The city park was simple, but beautiful, with a nice walking path.



Well-Known for an attraction or event?

- Nothing observed in town or online that would indicate anything the community is known for.
- Did not notice a community slogan.
- There is a 5K run, also a hunter safety class at the Civic Center.
- Also noticed information about a city-wide cleanup, Donut Dash at the wellness center, and a health fair.
- A new Fall Festival was starting in 2020 and was very well publicized.



Natural or manmade features that can draw people?

- The original downtown buildings.



Visitor's Center

- There is not a specific visitor's center or Chamber of Commerce office.
- City hall would fit this purpose best – nice, polite staff, good signage to identify it, and open to the public.



What would bring you back?

- The grocery store.
- The Mexican restaurant.



Most Positive Observations

- The community has a good amount of available resources and services.
- The police presence.
- A well utilized Main Street district.
- How busy the community was.
- Cleanliness of the town. It definitely shows pride in ownership of the community.

Biggest Obstacles/Challenges

- Limited housing.
- Limited day care options.
- COVID-19, but that's everywhere.
- Lack of room for growth.

What will you remember?

- More to offer than our own hometown.
- The hospital.
- Main Street.
- The city infrastructure and how they are trying to improve the community.

***Thanks to the volunteer visitors from
Minneola and Pretty Prairie!***

Set Next Steps:

- Which group will lead the discussion?

K-State Research and Extension

PRIDE: <http://kansasprideprogram.k-state.edu/>

- Local communities identify what they would like to preserve, create, or improve for their future and volunteers pull together to create their ideal community future.



K-State Research and Extension

Contact

Nancy Daniels

nkdaniels@ksu.edu

to participate.

Grant Writing Workshops

Grants are a vital piece in your community's funding puzzle...and *you* can do it.

K-State Research and Extension's Community Vitality Team offers grant writing workshops for local communities.

Objectives

- Conquer your grant writing fears and start writing.
- Learn new sources of data to document community needs.
- Learn new sources of grant funding.
- Practice developing the Grant Elements: Problem, Outcomes, Activities, Evaluation, and Budget.

Short Term Outcomes

- 93% have increased confidence to write a successful grant.
- 94% learned new sources of data to document community needs.
- 80% learned new sources for finding grants.
- 91% have increased confidence to develop the elements of a successful grant.



K-State Research and Extension

- **First Friday e-Calls 9:30-10:30 am (CT)**
 - Connecting small businesses and communities with the resources to make them successful.
 - Contact Nancy Daniels nkdaniels@ksu.edu to participate.
 - Previous calls are recorded at <http://www.ksre.k-state.edu/community/business/entrepreneurship/>
 - Community Vitality Calendar of events: <http://www.ksre.k-state.edu/community/>

Kansas Department of Agriculture in partnership with other state organizations, will work with your community to find the best opportunities for growth using the assets of your region.

A graphic for the 'GROW IN KANSAS' Strategic Growth Initiative. It features a collage of various agricultural and technological images, including a sheep, wheat, a cow, a pig, a chicken, a drone, a green tractor, a circuit board, a horse, a person in a lab coat, and various fruits and vegetables. The text 'GROW IN KANSAS' is prominently displayed at the top in white on a blue background. Below the collage, the text 'STRATEGIC GROWTH INITIATIVE' is written in bold, followed by a description of the program as a pilot for recruiting food, agriculture, and UAS/small aircraft businesses to Kansas.

GROW IN KANSAS

STRATEGIC GROWTH INITIATIVE

A pilot program for the proactive recruitment of food, agriculture and UAS/small aircraft business to Kansas.

For more information on the Strategic Growth Initiative, please contact
Russell Plaschka, Ag Business Development Program Manager
785-564-7466 • Russell.Plaschka@ks.gov
agriculture.ks.gov/GrowAg



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<https://www.ksre.k-state.edu/community/civic-engagement/first-impressions/index.html>