

# First Impressions

## Meade, KS

K-State Research and Extension in Partnership  
with

The Dane G. Hansen Foundation



*Knowledge  
forLife*



- Elkhart asked for First Impressions, Meade agreed to be its partner. 90-minute drive is what we strive for.
- I trained the volunteers about the visit and survey and took photos of Meade on July 24.
- Three Elkhart visitors came in one car on August 20.
- Results are presented tonight, September 16.
- Meade 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

- 46% of Kansans move every year.
- 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 1,721  
(UP 2.9% since 2000\*) **KS= +6.1%**
- 2017 Estimate is 1,608  
(down 3.8% since 2000 **KS= +8.0%**)
- 90.3% high school or GED, 15.9% college educated,  
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 10.5% **(KS=12.8%)**
- Median Age 40.7 years **(36.3)**
- Median household income is \$51,941 **(\$55,477)**

\* 2000 Census was 1,672

## Website

<http://cityofmeade.org/>



The City Of **MEADE** KANSAS

HOME DEPARTMENTS GOVERNMENT ABOUT MEADE CONTACT US

WELCOME TO THE  
CITY OF **MEADE**

A friendly place to visit...  
a great place to live.

- [Minutes](#)
- [Emergency Services](#)
- [Maps](#)
- [Utilities](#)
- [Business Directory](#)

The stone shelter at the city park will now be reserved through the City Office located at 132 S. Fowler or by calling [\(620\) 873-2091](tel:6208732091).

Keys may be checked out from the City Office. Between the hours of 8:00 a.m.-12:00 p.m. and 1:00-5:00 p.m. The office is closed from 12:00 - 1:00 p.m. for lunch.

Reservations for the community room at the Library can be made with the library staff. Please call [\(620\) 873-2522](tel:6208732522) or ask at the library.

**A brief history...**

Meade was named after General George Gordon Meade, who led the Union Army of the Potomac during the Civil War. The first settlement in what was to become Meade County was made in 1878. Many settlers came in 1884, through 1886, when the area was being promoted.

## **Website** <http://cityofmeade.org/>

- City of Meade popped up first in the search.
- Simple, easy to navigate.
- Compliments for:
  - Brief History
  - Church listings
  - Business link
  - Tourism
- Opportunity for improvement
  - Travel services map didn't load.
    - *(On Sept 6 it loaded on my desktop and iPhone. N. Daniels)*

**Website** <http://www.meadechamber.com>

- Chamber website is very basic and needs updating.

*This is a link from the city site. It doesn't come up in the first page of Google searches.*

Others:

- Meade Health Center
- Meade County Health

Were easy to navigate and informative.



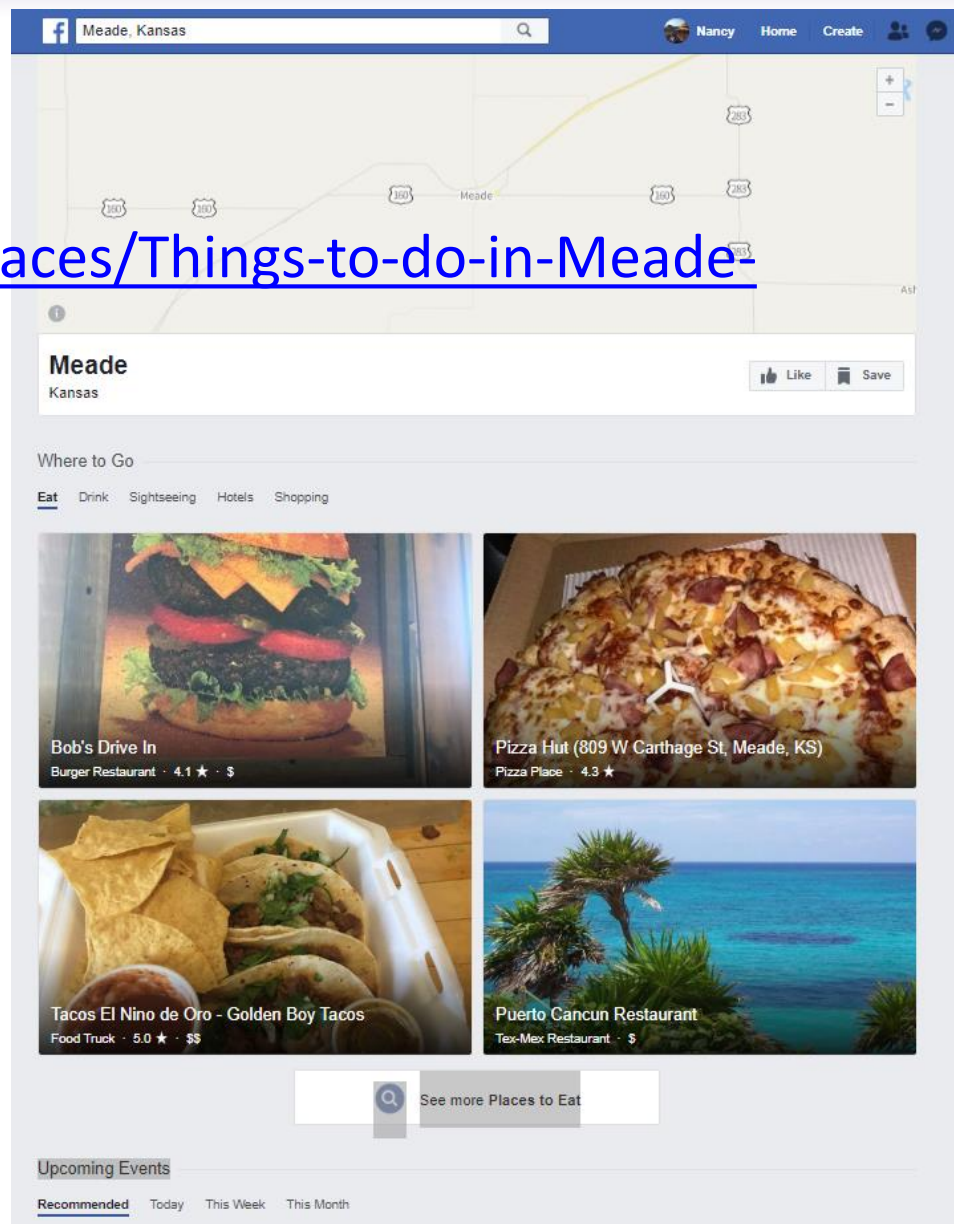


- **FaceBook**

## Meade, Kansas

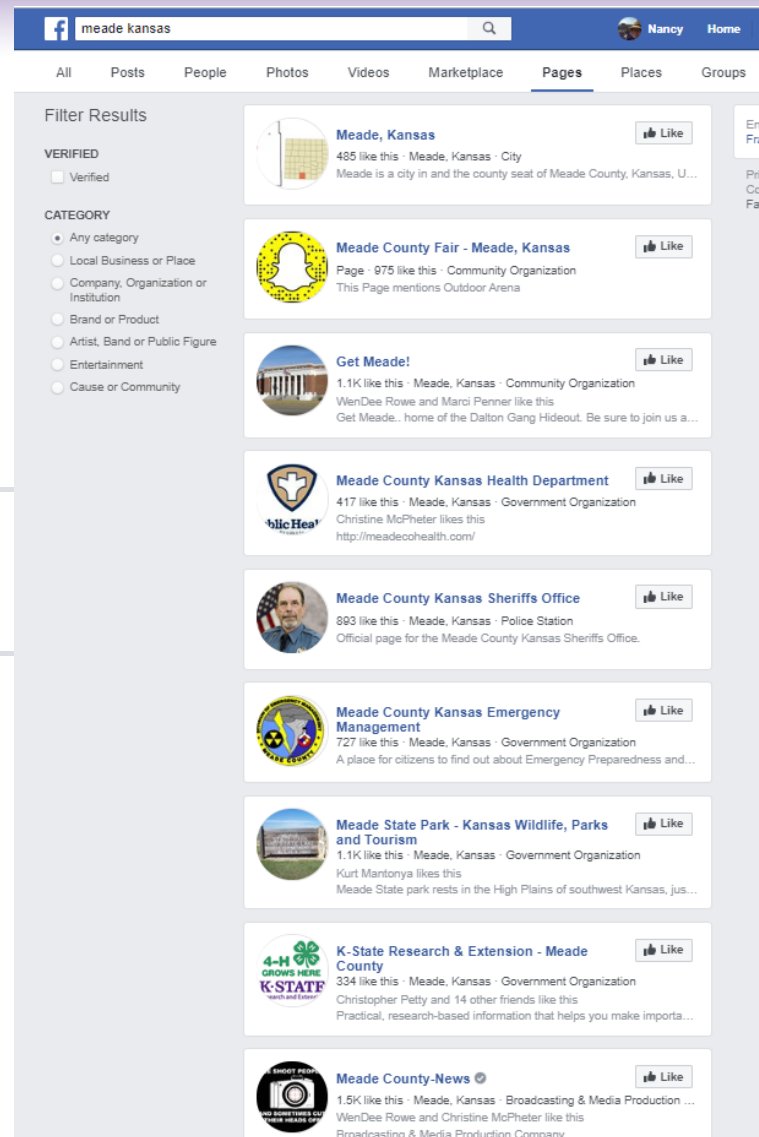
<https://www.facebook.com/places/Things-to-do-in-Meade-Kansas/107945395895036/>

*A Facebook generated page.*





- **FaceBook**
  - 26 pages from Meade, KS
  - *An opportunity for co-marketing.*



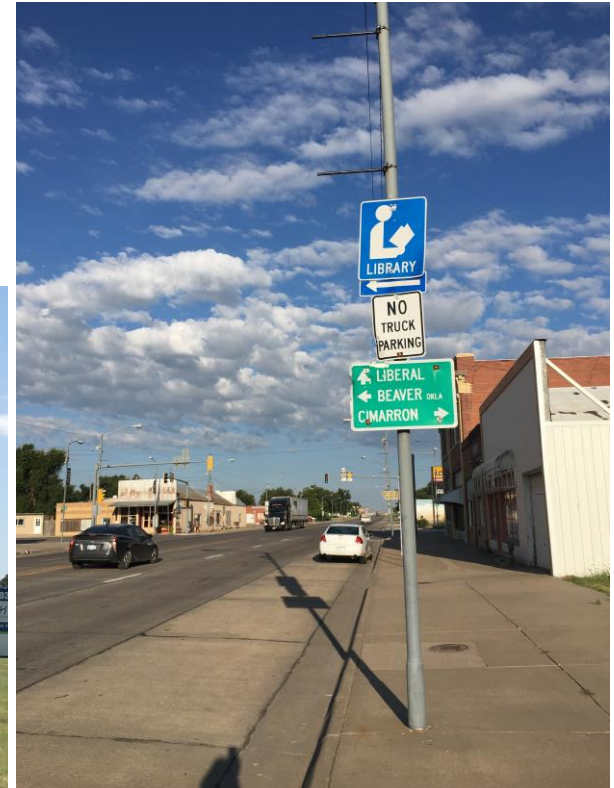
# “Five-Minute” Impression

- Clean and had amenities most travelers/citizens would need or want; hotels, gas, restaurants and convenience stores.
- Most homes showed pride of ownership.



# “Five-Minute” Impression

- East and west entrances had the best signage. Welcome sign was very nice.
- Some signs were faded or too busy to read.





# “Five-Minute” Impression



# “Five-Minute” Impression

- A wide array of buildings both old and new, some better maintained than others.





# Downtown Business Area

- Buckingham Trading Co. sign and location is a key asset.
- Warm friendly greetings at almost all businesses left a positive impression.



# Downtown Business Area

- Quality, affordable merchandise with wide appeal” at Bachman Drug, Salon 54/Empty Hanger Boutique and Buckingham Trading Co.





# Downtown Business Area





# Downtown Business Area



## Amenities:

- Public restrooms and drinking fountains in city hall and library when open.
- Parking was easy and well-marked with parallel parking signs.
- A few trashcans, but not many.
- Wi-fi at library with nice computer ethics signs at each computer.





# Other Retail Shopping Areas

- Lunch at the Chuck Wagon restaurant was great.
- Impressive to see “Take time to visit” signs on front door.
- Love’s Convenience store and Subway inside of Love’s.



# Other Retail Shopping Areas

*Visitors didn't comment on the presence of a local grocery, but that's an asset you shouldn't take for granted. Many small communities are losing their grocery stores.*

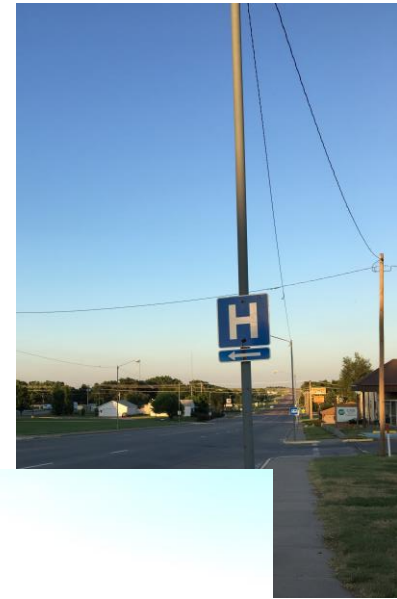


- Visitors weren't sure about availability; saw open ground to the west of Meade.
- *A drive-by is not how industry will find you, check with your local Eco Devo director to make sure your site is listed on LocationOne @ Kansas Department of Commerce.*

## ***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.*

- Hospital is on the highway and signs were well-marked throughout town.
- There is a wide variety of doctors with various specialties.





# Health Care Services

- There is a health department, but it was difficult to find.
- The pharmacy had over the counter medicines and medical equipment you do not often see in a rural pharmacy as well as nice merchandise and hometown themed apparel and crafts.



- Lone Tree Retirement Center appeared to be nice.





- City offices said there were many open houses, but few were evident by a drive-by.
- City offices didn't have a list of available houses; gave realtor information.



- Most houses are neat and well-kept.





- It was refreshing to see older homes being well cared for in the center of town as well as on the outskirts of town.



## Rental Housing

- The city had a list of rental properties.
- We did not notice any rentals in our drive.



## KANSAS

• Total Housing Units	736	
• Total Occupied Houses	619 (84.1%)	(89.1%)
• Vacant Houses	117 (15.9%)	(10.7%)
• Owner Occupied	477 (77.1%)	(66.4%)
• Renter Occupied	142 (22.9%)	(33.6%)
• Family Households	69.3%	(65.4%)
• Non-family Household	30.7%	(34.6%)



- **Need for clean-up of older properties**





- Meade has a very nice High School which is easy to find and well-marked from the east (only).



- There was no signage from the highway to the Elementary and Middle schools, which were co-located.






- Updated playground equipment with well-maintained buildings and landscape.
- It was neat to see the old “stone/rock” bleachers in the neighboring fields.



- The Community Learning Center was a small, dated building, but was well-organized with several computer stations open and available for use.
- The center works with local schools to help anyone who needs to make up a class or is struggling.



- There is a link on the City Website.
- *Tell your story,  
“Why do you love  
your schools?”*

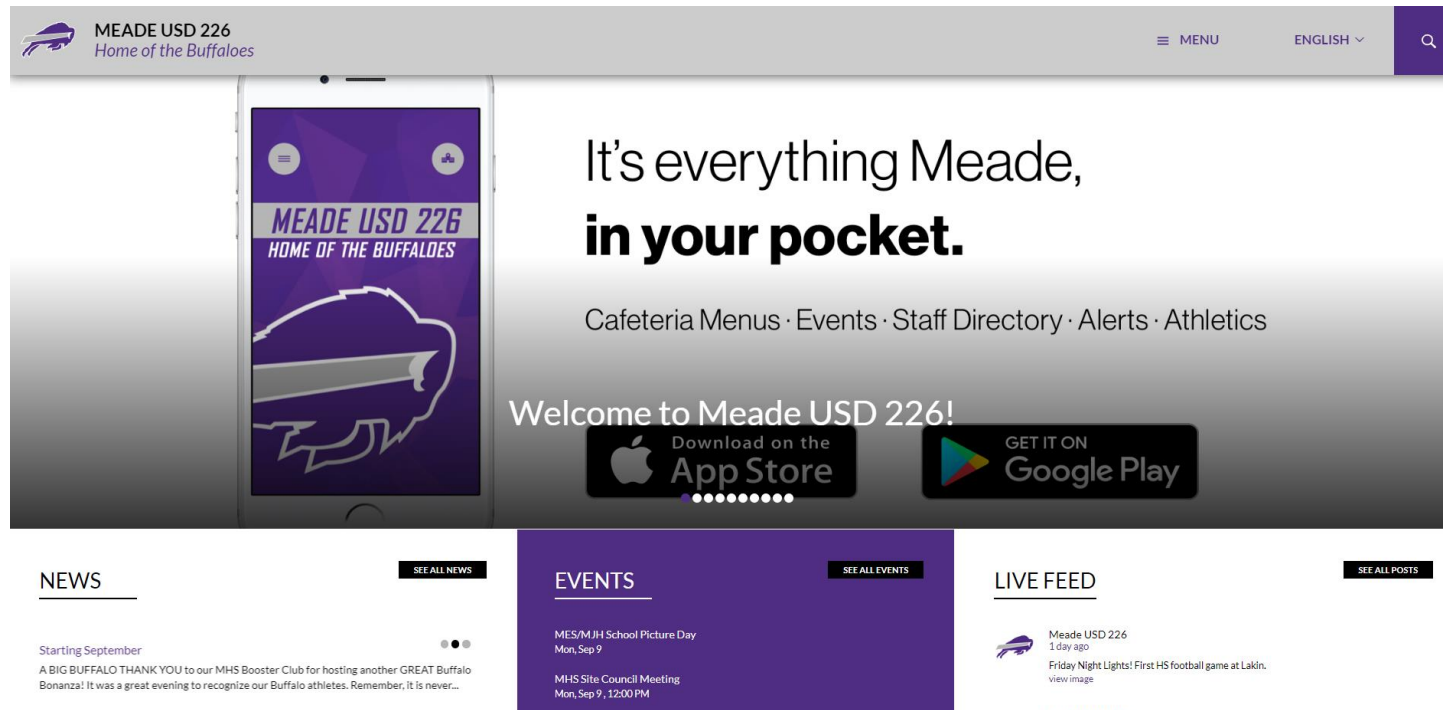


The screenshot shows the official website of the City of Meade, Kansas. The header features a banner with a bison and the text "The City Of MEADE KANSAS". Below the banner is a navigation menu with links: HOME, DEPARTMENTS, GOVERNMENT, ABOUT MEADE, and CONTACT US. The main content area is titled "Meade Schools - USD 226" and "Home of the Buffaloes". It lists the Superintendent, Kenneth Harshberger, and provides contact information for the school district. Below this, there are three sections, each with a photo of a school building and its details:

- Meade Elementary and Junior High**  
Principal, Tyler Flavin  
310 E Grant - PO Box 400  
Meade, Kansas 67864  
(620) 873-2671  
Pre-K through 8th Grade  
Currently 332 Students
- Meade High School**  
Principal, Scott Moshier  
409 School Addition - PO Box 400  
Meade, Kansas 67864  
(620) 873-2981  
Class 2A  
Grades 9-12  
Currently 138 Students
- Meade Community Learning Center**  
Director, James Reimer  
147 S Fowler - PO Box 400  
Meade, Kansas 67864  
(620) 873-2169  
Monday 8-4, Tuesday 8-4, Wednesday 8-4  
Thursday 8-4 & 6-9, Friday 8-4  
Classes run August through June

The footer of the website includes the text "The City of Meade" and "132 South Fowler" on the left, and a repeated navigation menu on the right.

- <https://www.usd226.org/>
- *Like most school websites, this is aimed at current students and parents.*
- *Help a potential resident picture their child being happy there.*





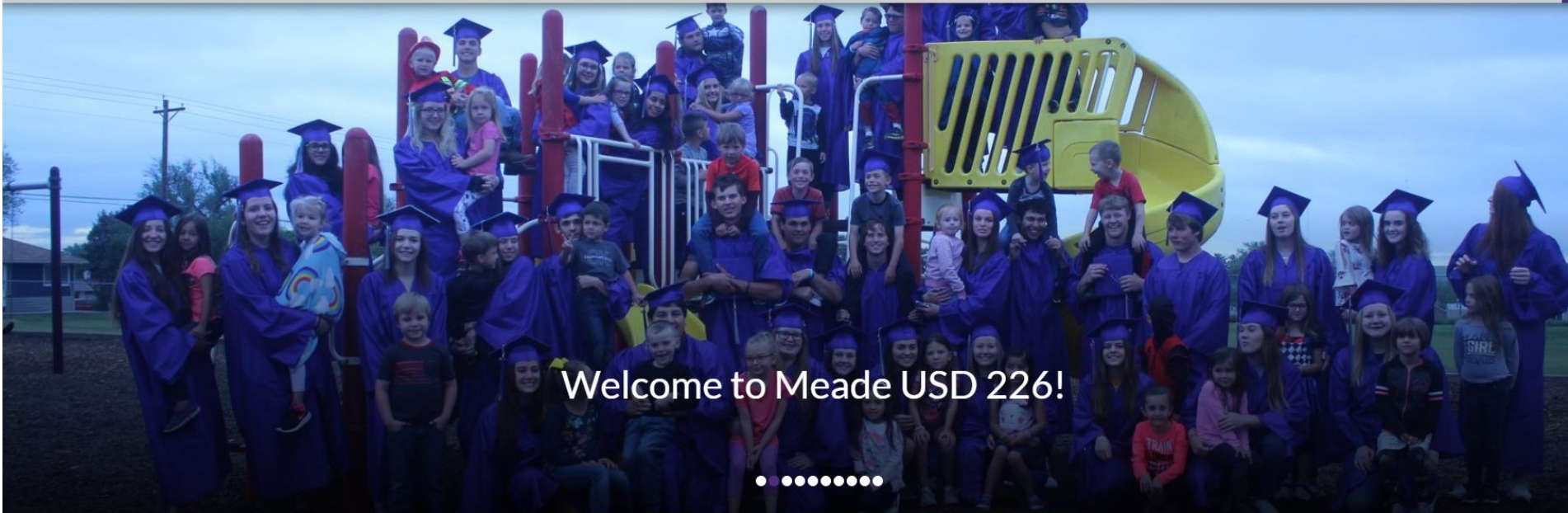
- USD 226



**MEADE USD 226**  
*Home of the Buffaloes*

≡ MENU

ENGLISH ▾



## NEWS

[SEE ALL NEWS](#)

This Week at USD 226

Life Touch will be at MES/MJH Monday, September 9th to take our Fall pictures. Payment is due at the time the pictures are taken. You may order and pay for your pictures...

## EVENTS

[SEE ALL EVENTS](#)

MES/MJH School Picture Day  
Mon, Sep 9

MHS Site Council Meeting  
Mon, Sep 9, 12:00 PM

USD 226 BOE Meeting

## LIVE FEED

[SEE ALL POSTS](#)



Meade USD 226  
1 day ago

Friday Night Lights! First HS football game at Lakin.  
[view image](#)

Meade USD 226

## Comments:

- It appears there is a shortage of childcare providers.
- Childcare information is not readily available.

## Meade County Data:

- **Number of Children Under Age 6:** **398**
- **Children with all parents in the workforce:** **53%**
- **Desired Capacity of Child Care Centers** **83**
- **Extent that desired capacity meets potential need** **40%**
- **Creating a Child Care Action Plan**

<https://ks.childcareaware.org/wp-content/uploads/2018/12/Draft-Child-Care-Supply-Demand-Action-Plan.pdf>

*Contact [ks.childcareaware.org](https://ks.childcareaware.org) to get access to local child care specialists.  
785-823-3343*

- A wide range of denominations, most are well-maintained.











- The fairgrounds were nice but not easy to find.
- Kiwanis is active and meets at the Chuck Wagon Restaurant.
- Saw Lions Club glasses drop off boxes.
- Saw the Meade Library Foundation sign.
- Saw CATCH Coalition materials in the Library.

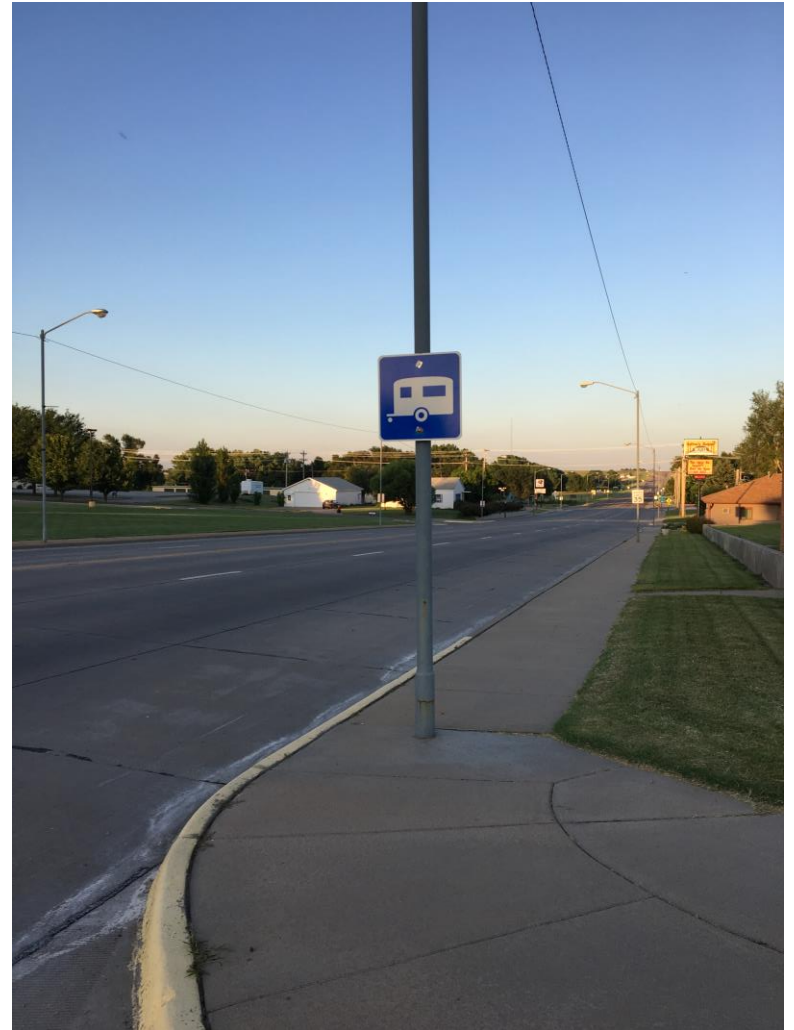




- No one commented on the Senior Center. It isn't clear where this goes. In some communities it's under-utilized and in others it is a hub.*



- Streets and landscaping was overall well-maintained.
- Sidewalks were present on some blocks and not others.





- The Courthouse looked like a courthouse but was not labeled so we had to guess our way into the doors. There was a stone/rock sign on the corner, but it had fallen over and needed repair. The doors could use a sign or vinyl depicting the hours, etc.
- A nice display of local brochures just inside the door, it was just a little messy.



- Inside building signage wasn't posted, so we weren't sure where to go; an employee immediately came out to help us.
- A great brochure to give new people to town. They are working on a welcome bag- a great idea.



# Fire, EMS and Police Services

- Very visible Meade police department with nicely maintained buildings.
- Fire and EMS seemed to be in a fairly new building.



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



Office of the  
Kansas Securities Commissioner  
A Division of the Insurance Department

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 the amount of available water compared with the amount needed to suppress fires
4. Community efforts to reduce the risk of fire, including fire prevention codes and enforcement, public fire safety education, and fire investigation programs

Fire Suppression Rating Schedule (FSRS) Overview



- The library was impressive.
- Inviting, with thoughtful attention to teen readers, youth and young children.
- “You could tell a lot of detail, love and care goes into the library and they were just as friendly with their greeting...”



- City Park on the east side of town was very nice.
- Frisbee golf is a fun attraction.
- Rental of the stone building for picnics is free- a nice perk for residents.





- Saw public restrooms at the park but didn't go in. City hall tells us that they are open 24/7 with video monitoring. We saw signs about the video surveillance.
- Although the pool is older, it had a nice covered area over the picnic tables to help patrons get out of the sun a little if needed.





- I did not observe a specific walking trail/track geared towards the public, but the City Park would be a nice area to walk around since it had great big trees and lush green grass.



## Well-Known for an attraction or event?

- Dalton Gang Hideout is well-advertised and has great signage.





## Well-Known for an attraction or event?

- The “Funding by the Kansas Heritage Trust Fund” sign tells us that the town is committed to this site.



*I parked behind a car from Utah.*



## Natural or manmade features that can draw people?

- Museum is convenient located.
- Meade State Park signs are at Main Street and Hwy 54 and at Chuck Wagon. Could more be done?

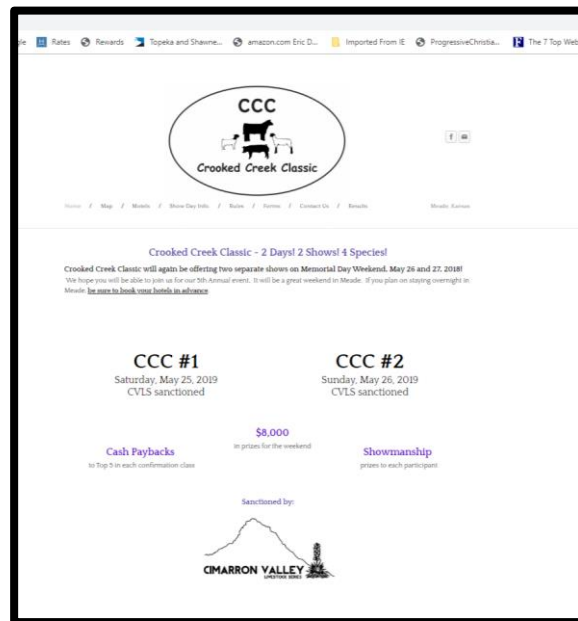


## Visitor's Center

- Couldn't find a visitor's center or Chamber office.
- More could be done at City Hall to make visitor information more visible.

## What would bring you back?

- Studio 54 and Buckingham Trading. I would stop at Chuck Wagon again.
- Dalton Gang Hideout.
- Buckingham Trading- I'll bring my daughters back.
- Our family comes to the Crooked Creek Classic every year.
  - *I Googled it and I still don't know what happens here.*





# Most Positive Observations

- Downtown has lots of shopping options. Well-maintained and inviting. Most buildings occupied. A good job of promoting the Dalton Gang Hideout.
- Friendly people who want their community to prosper.
- Town is investing in historic significance (Hideout) and the Library.
- Pride of ownership in the neighborhoods of Meade.
- Shop owners and employees are very friendly and welcoming. A good mix of businesses.

# Biggest Obstacles/Challenges

- There were only 4 restaurants.
- Not having an economic director seems to have an impact on community projects. Funding for updating older buildings. Maintaining population. Community engagement– the people who are involved are getting burned out.
- Making people stop as they travel through.
- Updating signage. Capitalizing on events happening outside of town (e.g. Dairy expansion near Plains).

## What will you remember?

- The mural on Buckingham Trading.
- Very friendly people who greeted us and answered questions.
- The Haircuts and Hotdogs as a celebration to the start of school.
- The empty building with classic cars displayed in the windows.



## ***Thank our leadership team:***

- *Carrie Sutterfield*
- *Travis Loewen*
- *Stacy Cordtes*
- *Amber Harris*

## **Set Next Steps:**

- Which group will lead the discussion?

Contact me if you need resources or have questions:

**Nancy Daniels**

**Community Vitality Specialist, K-State Research and Extension**

**785.410.6352**

**[nkdaniels@ksu.edu](mailto:nkdaniels@ksu.edu)**

## 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](mailto: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](mailto: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/>

## K-State Research and Extension

- **Of special interest:**

- **Marketing in a Small Town**

- <https://mediasite.k-state.edu/mediasite/Play/7fcdf729a5d34860ad19e549532fd6691d> urship/




MARKETING IN  
A SMALL  
TOWN

- <http://smallbizsurvival.com/>  
– THE SMALL TOWN AND RURAL BUSINESS RESOURCE

NEW! SURVEY	BOOK BECKY TO SPEAK	THE BOOK: SMALL TOWN RULES	SHOP LOCAL EBOOK	SAVEYOUR.TOWN	
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## SMALL BIZ SURVIVAL

THE SMALL TOWN AND RURAL BUSINESS RESOURCE




FRONT PAGE	LATEST STORIES	ABOUT	GUIDED TOUR	SUBSCRIBE	PODCAST	CONTACT	RSS	
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WHAT BUSINESS STAGE ARE YOU IN?



### Dreaming

For those who are dreaming or planning to start a business of their own. ... [Get started.](#)



### Doing & Growing

For those who have a business and have grown to the point that it's

**Get our articles plus special bonus emails, a positive view of rural once a week:**  
Join me and 3546 rural friends.

Newsletters

- ☒ Small Biz Survival
- ☒ Positive View of Rural
- ☒ Building Possibility

**JOIN**

I will never sell or rent your email.

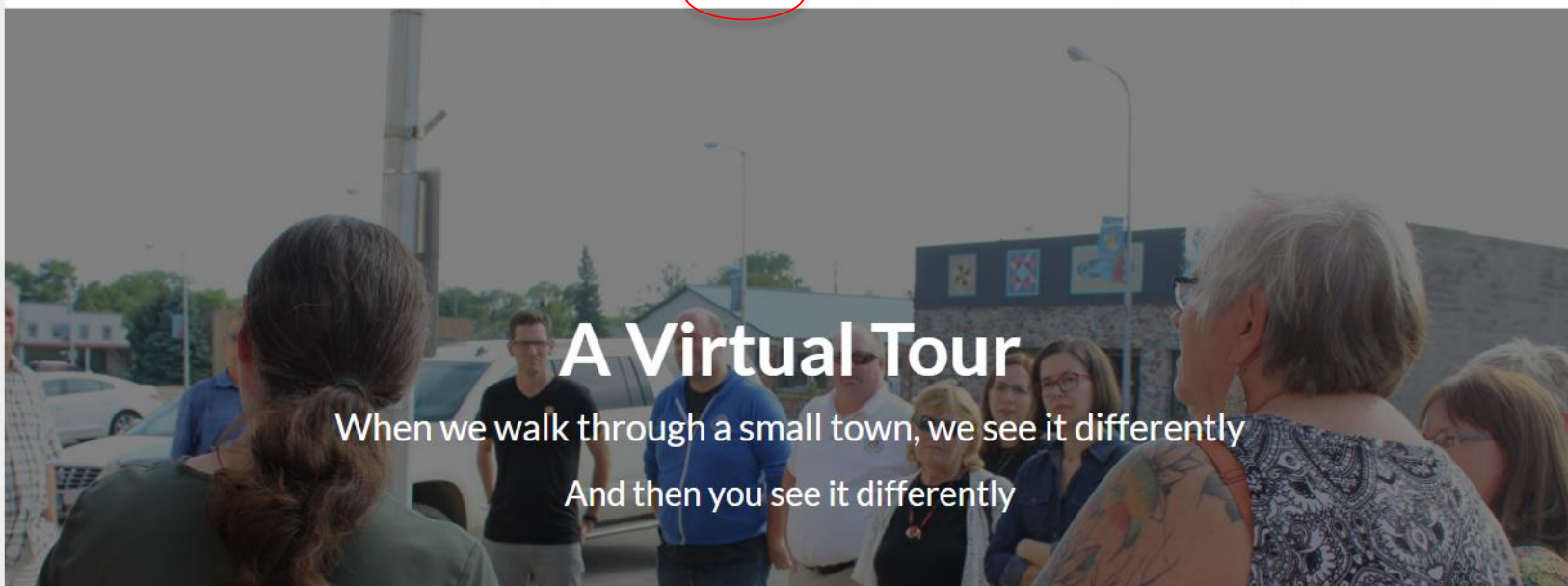


## Resources I like:

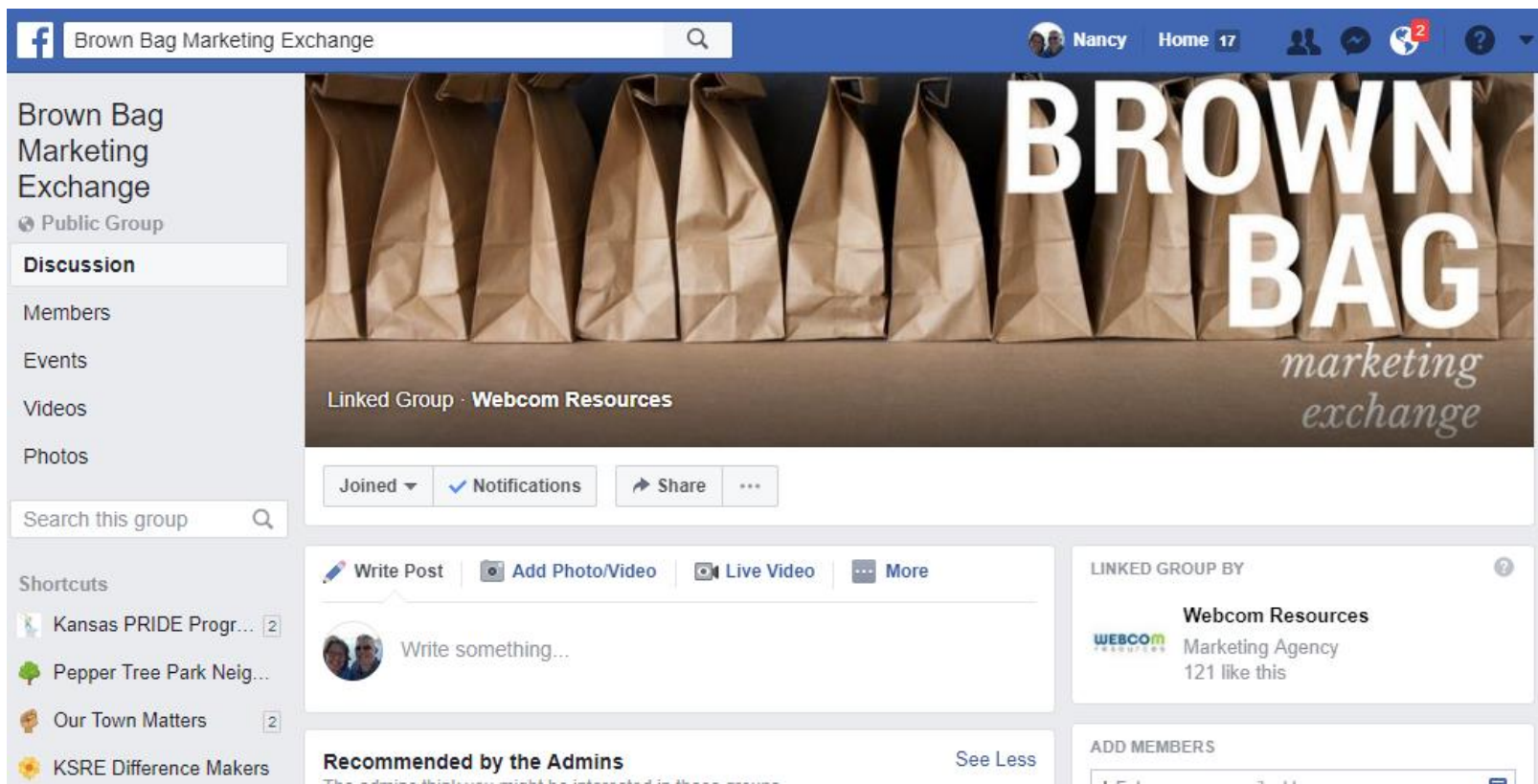
- <http://saveyour.town/>
  - Monthly live webinars; available on recording.
  - Pay once and show as many times as you want.
  - Watch parties encouraged.

**SAVEYOUR**.town

[HOME](#) [ABOUT DEB & BECKY](#) [WEBINARS](#) [TOOLKITS](#) [WORK WITH US](#) [I DON'T HAVE TIME!](#) [CONTACT](#) [MEMBERS LOGIN](#)



- <https://www.facebook.com/groups/brownbagmx/>  
Brown Bag Marketing Exchange  
(Atchison, KS Co-Marketing group)



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 white sheep, a corn cob, a green tractor, a drone, a pig, a chicken, 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 smaller line of text: "A pilot program for the proactive recruitment of food, agriculture and UAS/small aircraft business 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](mailto:Russell.Plaschka@ks.gov)  
[agriculture.ks.gov/GrowAg](http://agriculture.ks.gov/GrowAg)



## Kansas Healthy Food Initiative

- **Goal:** Increase access to affordable fresh food and to improve the health and economic development of Kansans and their communities.
- Technical assistance and financing to develop new or renovate fresh food retail in underserved communities throughout Kansas.

<http://kansashealthyfood.org/>

Isabelle Busenitz, [ibusenitz@ksu.edu](mailto:ibusenitz@ksu.edu),

KHFI Technical Assistance Coordinator, 785-532-6868



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