

Minutes

Tuesday, July 2, 2019 - 3 PM
City Hall, 125 E Avenue B

Land Bank Board of Trustees

City of Hutchinson, Kansas

1) CALL TO ORDER, ROLL CALL

The meeting was called to order at 3:00 p.m. with the following members present: Sue Poltera (5/6), Todd Brown (4/6), Dan Garber (4/6) and Josie Thompson (5/6). James Gilliland (5/6) was absent. Planning Staff in attendance were: Ryan Hvitlök, Director of Planning and Development; Aaron Barlow, Associate Planner; and Charlene Mosier, Planning Technician.

2) APPROVAL OF MINUTES

The minutes from April 2, 2019 and May 14, 2019 were approved on a motion by Garber, seconded by Brown, passed unanimously.

3) ANNOUNCEMENTS

Barlow gave an update that the vacant property located at 414 E Ave that had a house demolished recently is owned by Johnny Graves. He indicated Graves currently has no interest in selling or donating the property to the Land Bank. Barlow will contact the owner of the vacant property next to the home that recently had a fire on E Ave A and the owner of the vacant parcel on West 1st Ave to see if they have an interest in selling or donating the properties to the Land Bank.

4) FINANCIAL REPORT

The financial report was given by Barlow. The current balance is \$17,594.23. One mowing payment has been made since the agenda went out. Let staff know if Land Bank lots need additional attention. Motion by Thompson, seconded by Garber to approve the financial report, passed unanimously.

5) PROPERTY REPORT

Barlow said mowing has been more expensive than last year because of so much rain.

6) OLD BUSINESS

Barlow said he has not heard anything further from David Nafzinger regarding the property at 539 E Avenue A after sending him a denial letter on his offer to purchase the property.

7) NEW BUSINESS

a. 2019 – 2020 Strategic Plan – Marketing

Land Bank members discussed what they would like to see accomplished in the next year. There has not been a strong marketing plan in the past other than signs posted on the properties that are available for sale that are owned by the Land Bank. Posting construction drawings on the website for Land Bank lots that are developed was a suggestion. Rebekah Starkey Keasling, Director of Public Information, will help with marketing on the website and social media. Thompson said realtor websites are for use by realtors and fees apply. She could waive her personal fee but could not waive other realtor and company fees. Websites like Zillow can be used by anyone at no charge. Having flyers about the available vacant lots to give to realtors and talking about vacant lots at a realtor breakfast were also suggested. Placing the Land Bank application for purchasing a parcel should also be available online. Good relationships with realtors and businesses is essential.

Changing the social media information regularly and using small bits of information at a time usually works well. Photos of the properties and indicating the location on google maps would be helpful along with the address of the property before it was vacant. Updating the City website and creating social media copy nuggets for a plan to disburse the information particularly to realtors, builders, and Chamber of Commerce.

Other ideas discussed included a poker run, corn hole, or mini golf tournament game to promote the available lots or a bicycle ride along South Main to each of the properties since a number them are near the South Main area. Someone could be stationed at each property with information about that particular lot. Partnering with other organizations was suggested. Promote homes that can be built in 90 days on the affordable Land Bank lots.

b. New Member Packet

Items to be included in the packet of information for new members were included in the agenda packet. If there are other items that should be included, let staff know.


8) OTHER

- a. The Reno County Attorney is compiling a list for the tax sale.
- b. The next Land Bank Board of Trustees meeting will be on Tuesday, August 6, 2019.
- c. The meeting was adjourned at 4:45 p.m.

Respectfully Submitted,

Charlene Mosier, Planning Technician

Approved this 6th day of August, 2019

Attest:  _____