

BOONSLICK REGIONAL PLANNING COMMISSION
Full Council Meeting – Monday, September 27, 2021

The general membership of Boonslick Regional Planning Commission met Monday, September 27, 2021. Due to the COVID-19 pandemic and the desire to meet with appropriate social distancing guidelines, the meeting was held at the Warren County R-III High School Commons located at 803 Pinckney Road, Warrenton, Missouri at 12:00 p.m. The following individuals were present:

MaryLou Rainwater, City of Truesdale
Adell Jonas, City of New Florence
Ryan Poston, Montgomery County
Mike Mueller, Lincoln County
Gary Adams, City of Bellflower
Joey Los, Town of McKittrick
Trish Dunn, Village of Innsbrook

Chris Watson, City of Truesdale
Doug Lensing, Montgomery County
Steve Deves, City of Montgomery
Matt Bass, Lincoln County
Matt Flake, Warren County
Rich Lauer, Town of McKittrick

Christ Montgomery, Office on Cong. Luetkemeyer
Dave Teeter, Montgomery County
Joe Kaimann, Lincoln County
Patrick Flannigan, City of Moscow Mills
Hank Voelker, SEMA
Sam Saffa, Office of Senator Hawley

Chad Eggen, BRPC
Christine Zika, BRPC
Kathy Bingham, BRPC
Kim Meyer, BRPC

Chuck Eighmeyer, BRPC
Krishna Kunapareddy, BRPC
Mikala Walton, BRPC
Jane Cale, BRPC

Janet Hickey, BRPC
Julie Prouhet, BRPC
Kenedee Chandler, BRPC

Chairman Ryan Poston called the meeting to order, and introductions were made. Christa Montgomery from the office of Congressman Blaine Luetkemeyer and Sam Saffa from the office of Senator Josh Hawley were in attendance to provide legislative updates for the BRPC membership.

Agenda, Minutes & Financial Report

- Steve Deves made a motion to approve the agenda. Chris Watson seconded the motion. Agenda approved.
- Mike Mueller made a motion to approve the minutes from the June 28, 2021 meeting. Steve Deves seconded the motion, and the minutes were approved.
- BRPC Executive Director Chad Eggen gave the financial report (copy attached). The numbers were for the first two months of the current fiscal year and the budget is tight, as is typical every year. Joey Los made a motion to approve the financial report. Steve Deves seconded, and the motion was approved.

Executive Director Report

Director Eggen reported the following:

- Census numbers have been released. Several communities think they may have been undercounted. There is a process to contest the count. For information, contact Krishna Kunapareddy at the BRPC office. Also contact her if your community needs assistance with mapping ward changes.
- We do not have final guidelines for the ARPA rule as of yet, but will send information out when it is available.
- Applications for Community Development Block Grant projects will be out in October and due in January. Contact BRPC if your community is interested in addressing a need through this program.

Guest Presentation

BRPC staff members Julie Prouhet and Kenedee Chandler provided a presentation: *Communication using current technology and media platforms in 2021*. Julie and Kenedee work in the Missouri Job Center-Warrenton and assist in the delivery of workforce programs. Job Center Director Janet Hickey shared that job centers across the state are having trouble reaching youth through conventional means. Highlights of the presentation:

- It is important to know your target audience. Individuals grouped by age tend to prefer certain media platforms.
 - Boomers (ages 57-65) prefer Facebook & LinkedIn. They use the platforms to search for information. 19% are likely to share.
 - Gen X (ages 41-56) prefer Facebook and value independence. They have purchasing power and research products online. 24% are likely to share.
 - Gen Y/Millennials prefer Facebook and Instagram. They have a fear of “missing out” and 84% are influenced by user content. 72% buy based on Instagram and 24% are likely to share.
 - Gen Z prefer YouTube, Instagram, and Snapchat. This is the largest consumer group in the world and their attention span is 8 seconds. 95% watch YouTube and 44% check their profiles hourly.
- TikTok is an app that can be used to reach younger audiences, with 48% of the users between the ages of 18-29. Pros of TikTok are that it is the 7th most used social media network and ranks second largest in app purchases. Android users average 13.3 hours/month and 52.1 of users engage. The majority use the app to find something funny or entertaining. Cons of TikTok are that it is not the preferred app of any market, and the first three seconds are vital to gain clicks.

Julie and Kenedee shared examples of Tik Tok apps they created and provided the group with a list of terms used on TikTok and other social media platforms. Statistics for the presentation were provided by BRPC Economic Development Specialist Christine Zika. Members were invited to contact these individuals at BRPC if they have questions.

Work Program Updates

- **Workforce Development** – Workforce Development Director Janet Hickey reported that the job center received 483 calls and 645 individuals have come in for assistance since January. In July and August, 1,427 job orders were entered on MO Jobs and there are 12 active employers.
- **MO Rides Transportation Program** – Program Manager Kathy Bingham reported that since last quarter MO Rides has received 369 calls and has had over 10,000 hits on the website.
- **Transportation** – Work is being done to rank multimodal needs in the region. BRPC will send that information to members when it is completed.
- **Revolving Loan Fund** – Funding is available for loans up to \$150,000.
- **Solid Waste Management Program** – The East Central Missouri Recycling Center continues to serve customers. Director Eggen invited members to contact BRPC if they are interested in using a trailer for a recycling day.
- **Homeland Security** – Funding is available for things such as radios. Contact BRPC if your community has a need.

Local Government Projects/Announcements

- City of Truesdale – Administrator/Clerk MaryLou Rainwater shared information about a Drug Take Back Event at City Hall on October 23 from 10:00 a.m. to 2:00 p.m. The City of Truesdale has been involved in the Drug Take Back program since 2011, believing it is very important for two reasons. First, it keeps medications from being flushed or dumped and ending up in the groundwater and contaminating our drinking water. Second, it prevents the medication from being consumed inappropriately, either by accident or through illegal sales. The city has a locked drug take back box at City Hall which can be used by anyone – not just Truesdale residents. Since 2011, the city has collected 3,473.5 pounds of medication. Two police officers take the medication to St. Louis where it is incinerated.

City of Truesdale Mayor Chris Watson shared that the community's safe room has a completion date of October 12. The emergency room shelter will accommodate 940 people standing and 340 people around tables. Work at Bruer Park should be finalized in another week.

- Wright City – Retiring Mayor Dan Rowden spoke about the community's park project which is moving forward and also the sidewalk resurfacing project. He mentioned that the city's fall Strassenbash festival will be on October 9 and invited people to attend and enjoy great activities and food.
- Moscow Mills – Mayor Patrick Flannigan shared that the city is winding down its bicentennial days with 3 more upcoming events.
- Village of McKittrick – Chairperson Joey Los reported that the 2020 Census numbers show the Village of McKittrick has grown more than any community in Montgomery County. She also shared that a building had been donated to the village and they may get it on the historic registry.

Next Meeting Date

The next meeting will be the BRPC annual meeting on Wednesday, December 1. It will be held at the Community Building in Jonesburg and will begin with hors d'oeuvres and a tasting at 6:00 p.m. and the meeting at 7:00 p.m.

Adjournment

Mike Mueller made a motion to adjourn. Gary Adams seconded the motion, and the meeting was adjourned.

Approved on: _____

Ryan Poston, BRPC Chairman