

Child Care Task Force of Ellis County Meeting Minutes

November 29, 2022

Welcome Center – 2700 Vine Street

Virtual Option: [Click here to join the meeting](#)

Mission Statement:

To create and maintain a sustainable, quality childcare environment that assists in attracting employees to Ellis County, while developing our children into the next generation of community leaders and workforce.

Vision Statement:

A community in which current and prospective employees are productive while their children are nurtured and educated in a safe and stimulating childcare environment.

1. **Committee Member Introductions:**

Amy Gerstner	Amy Staab	Andrea and Nick Felder
Andrea Hoss	Andrew Cutright	Angie Tetlow
Barb Wasinger	Brett Schmidt	Brianna Bernasconi
Brooke Deines	Callie Lewis	Dacia Haselhorst
Dana Stanton	David Clingan	Donna Hudson-Hamilton
Doug Ford	Doug Williams	Eddie Herrman
Erin Gibson	James Robben	Janice Wilson
Janet Brungardt	Janice Wilson	Jean Basgall
Jeff Brull	Jennifer Burgardt	Jennifer Hecker
Jessamyn Staples	Jill Keller	Kaitlin Robben
Kayla Ford	Kayla Hollern	Kristen Gaschler
Kristy Younger	Laney Roths	Lisa Lane
Lucy Bouscher	Melissa Schoenberger	Michelle Dannels
Mindy Kuhn	Olga Detrixhe	Pat and Tony Schumacher
Rebekah Meyer	Sandy Jacobs	Sarah Meitner
Sarah Wasinger	Shae Veach	Shelley Scheck
Steve Keil	Tasha Eichman	Tori Ruder
Tricia Dreher	Sabina Hoffman	Apryl Brown- Childcare Aware
Christina Janney- Hays Post	Betsey Davis from McPherson	Katie Dorweiler- Eagle Radio
Justin McDonald	Shane Smith	

2. **Grant Writing Update – Upcoming Deadlines**

- Schmidt Foundation \$30,000 Matching Grant – Matching Grant Contributions
 - Ellis County Commission = \$15,000
 - Hays Recreation Commission Foundation = \$5000
 - The Chamber in Hays, Kansas (tentative) = \$2500
 - Kiwanis Club of Hays = \$1000
 - Nex-Tech Wireless = \$1000
 - Hays Young Professionals = \$500
 - Heartland Community Foundation = \$500
 - **Additional funds needed to acquire = \$3800 (but also can do dollar for dollar match)**

Katie Dorzweiler – Eagle Radio proposal and discussion- reach 75,000 ppl w/ radio covid helped them w/ viewership peak times am, lunch and pm. Hays Post display. Sponsored ads. Push-down ads can link to any. Geo-fencing and site targeting as well like at places Arc Park or where providers are going and OTT (over the top television) target by demographic, shorter ads a use registered data as well. Eagle would also do the production piece. Dana- include some provider appreciation ads during the appreciation ads. Brett- mentioned teacher of the month with using a car for a month for example. Could also ask for data to

provide that information. Businesses sponsor a provider for a month or quarter or a meet and greet with providers etc. Brett mentioned one benefit of appreciation would also bring awareness with an article / spotlight like a treat for the class / kids and bring in the children and parents and make it a big deal. Katie recommended our goal, mainly being awareness. What is the messaging to attract more providers and to keep them open? What is something you want people to know about your business (providers)? Kindergarten readiness aspect as well to elevate the profession. Sarah asked- should we have a separate break-out marketing committee, Katie recommended? Dana, Donna, Brett, Tasha and Katie would be willing to be on the marketing committee for December, Sarah will put on the doodle poll for everyone else as well. Tori will reach out to providers as well. The same tag-line for each ad?

- Target retired teachers as a resource for providing care or being foster grandparents
 - Target young parents who aren't currently working because they cannot find care
 - Target businesses to provide resources and support for providers and how they can start their own child care for their employees
- Community Development Block Grants (CDBG)
 - May apply for up to \$750,000 in funds
 - Cannot cover programmatic expenses like salaries, equipment, fencing, or playgrounds
 - Must be used for new construction of buildings or renovations of existing buildings, acquisition, engineering or architectural fees, and administration of the grant funds
 - Deadline to apply is February 1st
 - <https://www.kansascommerce.gov/program/community-programs/cdbg/>
 - Scheduling a time to visit with an upcoming project to define costs
 - Will reconvene with city and county management before presenting to commissions
 - ChildCare Aware of Kansas Grants
 - We were approved to apply for the \$47,000 in grant funds for our task force
 - Would ideally use the funds on three specific projects to act as matching grant funds to pull down other grants

3. Identifying Short-Term Goals

- Focus Group Meeting Debriefing
 - Provider-based focus group (Good participation, struggles they are running into, could Hays Med or EMS provide CPR training for free? Other struggles they run into with licensing etc. Andrea Hoss asked who can help with the number requirements to get the state officials to make an emergency order to lower number requirements and / or approve exceptions? Discussion more on who do we talk to about the requirements? Brett mentioned the systems improvement team takes a long time to make movement in this area, would need a legal action. Could FHSU provide certificates like they used to. Could FHSU business students provide support on the business side? Food services sharing? Could the task force get a grant to help provide services of online apps? They want more in-person training like Andrea Hoss provides versus online.)
 - Parent-based focus group (Only 1 parent attended. Needs to increase more participation)
 - Employer-based focus group (Concerns from parents about not having steady childcare, to presenting the opportunities to businesses in the communities pay to play, employing providers etc)
 - Faith-based focus group (3 attended and mentioned opportunities for providers. Could rent spaces etc. Hays Plaza and Epworth Towers could be grandparent program for providers. In person meetings etc. KDHE requirements, also mentioned Lincoln Elementary building possibilities since it would be open as well. Could place info on the bulletins for ways they can help. We could go to the ministerial alliance and provide ways to help)

- Education-based focus group (Substitute teachers have been easier to find, IN has a sick child option to leave children at in hospital. USD 489 hopes to do a track to providers, hopefully in 2024. Schools have different requirements for childcare on school ground versus in-home and centers. Targeting retired teachers, young mothers, targeting businesses and helping them to know about the solutions).
- Child Care Tax Credits – Host a Lunch & Learn to Discuss Benefit for Employers
 - Should this be scheduled for February of 2023?
 - Who would be a good presenter for this topic?
- Explore Additional Sub-Committee Needs
 - Are there any additional subcommittees we feel could be activated at this time?
 - Child Care Provider Appreciation Planning
 - Child Care Provider Training Workshop

4. Identifying Long-Term Goals and Their Priorities

- Activating a 501(c)3 through The Chamber that could be used to apply for specific grants being sought by the task force
- Ellis County currently needs to open 640 spots to reach full capacity
- Capacity building for current providers – Tina Payne training
- Development of a pay to play program and how that would work
- Providing greater access to child care for children with special needs
- Giving access to benefits like health insurance to providers
- Creating pay equity and addressing livable wages
- Adding CDA certification at local high schools
- Establish a foundation fund to subsidize infant care
- Address need for second shift care
- Investigating and working with local legislators to see if birth to five child care could be funding much like K-12 education
- Considering stipends for long-term providers

5. Childcare Aware of Kansas Updates

6. Northwest Kansas Economic Innovation Center Updates

7. Round Table Updates

Childcare Aware of KS, has assistance programs

NWKEIC has the training flyers available for the NWK in-person training for HACC)

8. Future Meeting Date and Time: December 27th at 4 p.m. at the Welcome Center, placed on hold due to Christmas Holiday