

City buys ad in slick-paper ‘community profile’ publication

By Tom Betz
The Goodland Star-News

City commissioners decided to buy a quarter-page ad in a slick-paper “community profile” publication being developed to help people find information about Goodland and Sherman County.

Steve Dyer of Consolidated printing out of Salina explained the purpose of the publication at last Monday’s commission meeting and asked for the city’s support.

Dyer, who lives in Garden City, said he has been talking to businesses in Sherman County about the publication, which is a cooperative effort of the Sherman County Convention and Visitors Board and the Sherman County Economic Development Council.

He said the publication will be

similar to ones done for Hays and Coffeeyville, and feature information about the county as well as tourist information.

“It is going to be more than a tourist piece,” Dyer said. “We are working with the economic development office to put more community information in the publication.

“I am here to talk to you about the publication and ask for your interest in doing an ad.”

Mayor Rick Billinger asked about how many copies would be printed.

Dyer said 15,000 is the minimum printing, but with enough community support that could go as high as 30,000.

City Commissioner John Garcia asked for a breakdown of the ad sizes and costs.

Dyer handed out a price sheet, noting that all the covers have been sold.

The rate sheet showed the cost of a full page at \$1,795, half page \$1,250, quarter \$750 and one-eighth \$395.

Dyer said the visitors bureau has purchased a page, the development council has purchased a page and the Sherman County commissioners purchased one of the covers.

“Sherman County and economic development have purchased full-page ads,” Billinger said. “We fund the Economic Development Council.”

“Yes, I understand that,” Dyer said. “This is a two-year project, and is a new version. The visitors bureau did a guide in 2003. This is a different piece, and will be useful for people who are coming to visit as well as those who may be looking to relocate.”

Daniels asked if the city budget had any money for advertising. City Clerk Mary Volk said it would be under professional services.

“If we don’t purchase, an ad there will still be something in about the government city details?” Commissioner Josh Dechant asked.

Tiffani McMinn, economic development director, said the council would have information to attract people on their ad page.

Dechant asked if the government services page in the Coffeeyville profile was a standard page.

Dyer said the Goodland book has not been designed, but that there will probably be a general government service page including the city, county, hospital and emergency information.

Mayor Billinger asked how the publication would be distributed.

McMinn said they will be handed out at the trade shows, tourist information centers, the hospital, college, hotels and banks and be used by the visitors bureau, Goodland Chamber and economic development.

“You are saying that people pull into the tourist area and pick up one of these and up and move to Goodland?” Billinger asked.

“We know they do,” McMinn said. “Research has shown that people who are looking to move want this information, and many of the contacts are made through a tourist experience.”

Billinger asked the commissioners if they wanted to put an ad in the book.

“I met a guy from Canada over in

Burlington who picked one up in Durango and spent four days in Burlington,” Daniels said.

“I would support the advertising,” Billinger said. “I am not sure what size.”

“I don’t think we need a full page,” Dechant said.

“I was thinking of a quarter or half page,” Billinger said.

“I don’t mind a quarter page,” said City Manager Wayne Hill, “especially to have our web site on there. We have most of the information on the web site.”

Dyer told him Consolidated could design an ad for the city.

Daniels made a motion to buy a quarter page at \$750. Garcia seconded, and the motion passed 4-0. Commissioner Annette Fairbanks was absent.



West school’s principal has been in field 23 years

By Pat Schiefen
The Goodland Star-News

West Elementary School’s new principal is new to Goodland but has been in education for 23 years.

“I am ready for school to start and the kids to be here,” said Verna Milnes, who moved here from Lamar, Colo.

Milnes said she took a Bachelor of Arts, Master of Arts and principal leadership classes at the University of Northern Colorado in Greeley. In the leadership classes, she said, they take case studies and figure how to make that school better. It taught different ways to deal with teachers and kids and the best practices for raising achievement, she said.

The new principal has taught Title 1 reading programs, middle school English and high school alternative programs, set up alternative programs, taught all subject in sixth grade and been a middle school principal.

Milnes said she thinks the federal No Child Left Behind Act is a great concept but will be difficult to achieve. President George Bush signed the program into law Jan. 8, 2002, calling for all children, including those with disabilities, to achieve academic proficiency.

“Teaching gets more difficult all the time because the standards get higher,” she said. “I am looking forward to getting better acquainted in the community and raising the achievement of its students.”

“Goodland has an excellent school system,” she said. “Being a principal is time consuming, but the rewards are great.”

Milnes said the many new teachers will bring new ideas that can be used with the tried-and-true ones.

“I was surprised at how many Goodland graduates come back to teach,” she said. “That speaks well of the school and the community.”



Milnes

Milnes, age 53, said she has two daughters, Kari Carlson and Kassi Collins, who both live in Greeley, and three grandchildren. She is raising a granddaughter, Faith, who is in the second grade at West.

She said having a child in the schools helps her to know the children and what is going on.

Milnes said she started teaching when her daughters were in the third and fifth grades. Before that, she worked at a variety of things, including selling boots, being a secretary and training horses.

Milnes said she bought a house in the country so she can have horses and raise miniature Australian shepherds. She also likes to read and quilt.

She grew up in eastern Colorado. She said she could have worked on the Front Range, but likes rural areas better.

Friday’s rainfall fills ponds

As the rain fell Friday afternoon, ponds formed in Pioneer Park and at the southwest intersection of K-27 and Business U.S. 24. Goodland’s total rainfall for Friday, Saturday and Sunday was 1.62 inches, said Mike Lammers, a meteorologist at the National Weather Service, most of that fell on Friday.

Photos by Sharon Corcoran
The Goodland Star-News

S&T appeals for change in franchise language in city’s agreement with AT&T

By Tom Betz
The Goodland Star-News

The city worked out a new telephone franchise agreement with AT&T in July, but representatives of S&T Communications asked the City Commission last Monday to change the language on the city’s fee.

Don Newell, manager of the Goodland S&T office, spoke to commission at the end of the meeting, saying his firm has a problem with the language in the proposed franchise, which requires itemized reports on each service and line.

Newell said he knew the city had granted an extension on the S&T franchise so they could have both phone company agreements come due at the same time. He said he had come to talk to the commission about the franchise fee of 5 percent of gross sales that AT&T (formerly Southwestern Bell) has agreed to pay.

“We would like to do it differently,” Newell said. “We do not have a way to break out all the special features.

“We would like to ask the commission to find a way to get a hold of AT&T and have it be 5 percent on all the trunk, private business exchange (PBX) and POTS (plain old telephone service) lines. Then it would be the same for us. If we have to

break this all out, we feel that would be unfair and not be reasonable.

“I know we have done a lot of work, but we did not understand this when we got started.”

“The 5 percent is straight out of the state statute,” said City Manager Wayne Hill.

“We do not want to do something that is unreasonable,” said Mayor Rick Billinger.

Hill said the language on page 2 of the agreement was the same as the state law, and he could not change it.

“I am having to do the legal part,” Hill said, “because our attorney has recused himself because his partner is the attorney for S&T.”

“I don’t understand it all,” Newell said. “I am told that our software people cannot break out the information on the bill, and we would have to set up a separate computer program to handle this.

“We want it to be fair so we both are paying the same fees. Other communities don’t have that verbiage in their agreements.”

“If AT&T is OK with that, we can go with that for S&T?” asked Commissioner Dave Daniels.

“I think the best is to have Don (Newell) work with Wayne and see what can be done,” Billinger said.

“We are all four not familiar with what you are talking about. We want everyone to be on the same playing field.”

“When I talked to Wayne,” Newell said, “I know he was trying to stay within the bounds and not get away from what the commission wants.”

Newell said the fee in the current agreement calls for a fee of 75 cents per line, but for the new one, the report has to show as 5 percent of all the separate fees.

Daniels asked what Colby is doing.

“They are 50 cents per line,” Newell said.

Hill said the state allows a charge of up to \$2.25 per line, but that is different than the 5 percent gross

charge.

Newell said S&T has about 1,600 lines in Goodland. He said if the 5 percent was off the total charges rather than on each service,

it would make a lot of difference.

“We need to see if that has to be itemized,” Hill said.

“That would get you through the problem?” Billinger said.

Newell said he thought it might work.

Hill said he would find the answer and get back to Newell.

corrections

The Goodland Star-News will correct any mistake or misunderstanding in a news story. Please call our office at (785) 899-2338 to report errors. We believe that news should be fair and factual. We want to keep an accurate record and appreciate you calling to our attention any failure to live up to this standard.

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NOTICE TO PUBLIC

Please be aware the city of Goodland will be completing the final step for some of the streets that were sealed this past summer.

During the week of August 28th, 2006 certain streets being fog sealed will be blocked to any and all through traffic for approximately two hours.

Thank you for your cooperation.

Farm Bureau in back 3x7.753