



Mid-America Regional Council Community Services Corporation

600 Broadway, Suite 300 • Kansas City, Missouri 64105 • Phone 816/474-4240 • Fax 816/421-7758

January 28, 2024

**Meeting begins immediately following
the MARC Budget & Personnel Committee meeting**

In-person attendees in MARC's Westview Room with a remote option via Zoom.

AGENDA

1. Call to Order
2. VOTE: Approve Minutes of the December 17, 2024, Meeting
3. VOTE: Approve contract with the University of Kansas Medical Center Research Institute to implement a study of the Double Up Food Bucks program to determine the health impact for SNAP customers.
4. VOTE: Approve contractual agreements with partnering organizations that assist the implementation of the Double Up Food Bucks program.
5. Other Business
6. Adjourn



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MEETING SUMMARY

December 17, 2024

Immediately following the Budget & Personnel Meeting

COMMITTEE MEMBERS PRESENT

Mayor Pro Tem Beto Lopez, Lee's Summit, MO - Chair of MARC Community Services Corporation
Mayor Damien Boley, Smithville, MO
Council Member Holly Grummert, Overland Park, KS
Commissioner Janee Hanzlick, Johnson County, KS
Victor Hurlbert, Auditor, Clay County, MO
Council member Bridget McCandless, Independence, MO
Commissioner Jerry Nolte, Clay County, MO
Commissioner Rob Roberts, Miami County, KS
Council member Marge Vogt, Olathe, KS

STAFF PRESENT

David Warm, Executive Director
Carol Gonzales, Director of Finance and Administration
Ron Achelpohl, Director of Transportation and Environment
Kristi Bohling-DaMetz, Director of Aging and Adult Services
Andrew Malloy, Finance Director
Julie Phillips, Shared Services Director
Will Hendrickson, Housing Program Intern
John Davis, Fiscal Administrator
Eric Winebrenner, Public Safety Communications Program Director
McKenzie Neds, Executive Assistant

OTHERS

CALL TO ORDER

Mayor Pro Tem Lopez called the MARC Community Services Corporation Board of Directors meeting to order at 11:56 a.m.

Due to the meeting being conducted remotely and in-person, Mr. Lopez provided instructions for participation. He reported that staff would present on all the agenda items, provide an opportunity for comments and questions after each item, and ask for approval of all agenda items with one vote at the end of the meeting. Members would have an opportunity to abstain or object to any items necessary during the final vote.

VOTE: Approve Minutes of the October 22, 2024, Meeting

VOTE: Approve the acceptance of funds from private funders to support the Double Up Food Bucks program in 2025.



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Mayor Damien Boley motioned to approve, and Council member Bridget McCandless seconded. The motion passes.

Other Business

Adjourn

The meeting was adjourned at 11:58 a.m.



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January 2025

Item No. 3

Thriving Older Adults and Communities

ISSUE:

VOTE: Approve contract with the University of Kansas Medical Center Research Institute to implement a study of the Double Up Food Bucks program to determine the health impact for SNAP customers.

BACKGROUND:

The Double Up Food Bucks program has been evaluated for the last nine years by Dr Cheryl Gibson and a team of evaluators at the University of Kansas Medical Center. The evaluation has consisted primarily of intercept surveys with SNAP customers and interviews with farmers market vendors, market managers, cashiers, and store owners. During 2024, as the Double Up Heartland collaborative was seeking match funding for a proposal to the USDA, an application was made to the Elevance Health Foundation’s Food As Medicine funding opportunity. We were successful in getting an award of \$300,000. One third of those funds (\$100,000) will provide funds for the Double Up Food Bucks program overall. The other \$200,000 will be used over the next three years to perform a more in-depth assessment of the program’s health impacts on people who use the program regularly.

Participants in the sub-study will be recruited between mid-January and mid-March. The goal for engaged participants is between 72-80 participants each year. They must be SNAP customers so they can utilize the Double Up Food Bucks program. In March they will attend one of six health assessment sessions where they will have various health measures taken (height/weight, HbA1c, cholesterol, blood pressure). They will be asked to complete a survey and agree to utilize the Double Up Food Bucks program regularly for the next 6 months. Over the six months, the participants will receive reminders to use the program. In October, the participants will return to have a follow-up health assessment completed. The data will be analyzed to determine if regular usage of the program affects the various health measurements.

This process will be repeated in 2026 and 2027.

BUDGET CONSIDERATIONS:

\$200,000 of the Elevance Health Foundation’s funds supporting the Double Up Food Bucks program will go toward conducting this sub-study.

REVENUES	
Amount	\$200,000
Source	Elevance Health Foundation
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	\$134,516
Contractual	\$4,500
Travel	\$1,800
Participant incentives	\$11,250
Other (supplies, printing, etc.)	\$29,752
Indirect	\$18,182
Total Expenses related to contracts	\$200,000



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RELATED JURISDICTIONS:

Kansas City Metro area.

RECOMMENDATION:

Approve three-year contract with University of Kansas Medical Center to do a sub-study to evaluate health impacts of regular usage of the Double Up Food Bucks program.

STAFF CONTACT:

Donna Martin, Public Health Program Manager
Kristi Bohling-DaMetz, Director of Aging and Adults Services



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January 2025

Item No. 4

Thriving Older Adults and Communities

ISSUE:

VOTE: Approve contractual agreements with partnering organizations that assist the implementation of the Double Up Food Bucks program.

BACKGROUND:

The Double Up Food Bucks program is implemented by a collaboration between Mid-America Regional Council and several organizations. K-State University Research & Extension, Cultivate KC, and the University of Missouri Extension are all part of the collaborative effort, providing coordination with farm direct locations (farmers markets, farm stand and mobile markets) that want to offer the Double Up Food Bucks incentive to their SNAP (food assistance) customers. Those organizations also provide capacity building and technical assistance services to farm direct locations interested but perhaps not ready to offer the incentive. The contracts with these three coordinating organizations include funds for administrative purposes (personnel, travel, supplies, etc.) and funds for incentives redeemed at the farm direct locations. Another partner in the collaboration is the University of Kansas Medical Center. Dr Cheryl Gibson at the Medical Center leads a team of evaluators to assess the impact the program has on SNAP customers, farmers, market managers, and stores.

In addition, MARC coordinates with grocery stores across Kansas and Missouri to implement the program. The grocery stores involved in the program range from small, independent grocery stores to mid-sized grocery chains. The program prioritizes grocery stores that commit to purchasing from local growers in the region at least during the local growing season. The grocery stores commit to reporting data, including the amount of incentives distributed and redeemed on a monthly basis.

MARC has had a contractual relationship with partnering organizations and grocery stores over the past four to eight years. As the program in 2025 transitions off the current USDA Gus Schumacher Nutrition Incentive Program grant funding to \$2 million of funding from the state of Missouri and other private funders, new contracts need to be established with all the partners and grocery stores involved with the program. In December 2024, the Board approved the receipt of funds from the state of Missouri and a variety of private funders. This approval request concerns the contracts that will be supported by the sources of funding approved in December as well as the remaining amounts of funding from the two USDA grants MARC currently has which will be ending in the summer of 2025.

The following is a list of the contracts with Double Up Heartland collaborative partners:

Collaborative Partner	Contract Amount
Kansas State University Research and Extension	\$270,921
Cultivate KC	\$300,957
University of Missouri Extension*	\$248,816
University of Kansas Medical Center	\$304,038
Total	\$1,124,732

*contract currently ends August 31, 2025.



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The following is a list of the contracts with the grocery stores currently implementing the Double Up Food Bucks program:

Table with 2 columns: Grocery Store Company, Contract Amount. Lists various grocery stores and their respective contract amounts, totaling \$1,631,080.

*contract currently ends August 31, 2025.

Total amount in contracts: \$2,755,812

BUDGET CONSIDERATIONS:

The combined funding to support the above contracts will be from a variety of different sources: USDA GusNIP grants from 2020 and 2021 which will be spent down in 2025, state of Missouri funds appropriated in 2024 for one year (end date of June 30, 2025), and private funders. The USDA GusNIP grants and state of Missouri funds will be prioritized first to support the program since those funds all have end dates in 2025. The private funds will be used when the USDA GusNIP and state of Missouri funds are no longer available. Estimated total funds available to support these contracts, plus the additional costs of the program including MARC personnel, media, postage, printing and supplies, is \$4,116,000. The Double Up Heartland collaborative is planning on reapplying to the USDA for another GusNIP grant in 2025, so the goal is to reserve as much of the private funding as possible to contribute to the required 50 percent match.



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REVENUES	
Amount	Estimated \$4,116,000
Source	Variety of funders
PROJECTED EXPENSES	
Personnel (salaries, fringe, rent)	
Contractual	\$708,782
Pass-Through (incentives, Grocery and farm direct)	\$2,047,030
Other (supplies, printing, etc.)	
Total Expenses related to contracts	\$2,755,812

RELATED JURISDICTIONS:

Kansas and Missouri communities with participating Double Up Food Bucks locations.

RECOMMENDATION:

Approve contractual agreements with partnering organizations which assist with implementing the Double Up Food Bucks program.

STAFF CONTACT:

Donna Martin, Public Health Program Manager
Kristi Bohling-DaMetz, Director of Aging and Adults Services