

Airport receives funds for marketing

BY JULIA HANSEN
Staff Reporter

During the next two years, the Kirksville Regional Airport will receive \$40,000 from the United States Department of Transportation and the City of Kirksville to fund a marketing campaign for the airport.

At the Jan. 15 City Council meeting, the councilmembers voted unanimously to carry out the necessary arrangements to receive the USDOT grant money. The USDOT will provide two \$15,000 grants during the next two years, and the city will contribute two \$5,000 payments in order to continue and expand the airport's use, Community Services Director Steve Bell said.

"Marketing [the airport] is what the grant was for," Bell said. "To raise awareness of the airport in the community and in the region."

The marketing plan has been temporarily postponed, however, because the airport's carrier, US Airways, notified the airport Monday that they have petitioned the USDOT to stop servicing the Kirks-



Mark Hardy/Index

Transient commercial aircraft such as this operate out of Kirksville Regional Airport. US Airways currently maintains the airport but has placed a petition to cease service.

ville Regional Airport, Bell said. The USDOT now will take bids from other service providers and get another airline carrier to work with the Kirksville Regional Airport. Until the position is filled, US Airways has to provide services because it is under contractual obligations. Bell said

the grant money probably will be held back until they decide who the next primary carrier will be.

"It is a little difficult [to market the airport] because we don't know what company we're going to market or what flights there are going to be, so we're looking for the first

part of the year to market the commercial services generically, just letting people know we have commercial services," Bell said.

Once a new carrier is found, the marketing will begin with some local research. Bell said the research will start with meetings with potential air-

port user groups like University students, business flyers, leisure flyers and frequent flyers. Marketers will utilize these user groups to find out how to increase airport use in underserved demographics, he said.

"Some Truman students are kind of oblivious to the fact that they could fly directly from here instead of driving all the way to St. Louis or all the way to Kansas City, saving them six and a half or seven hours round trip, which is advantageous for busy college students," Bell said.

Although taking connecting flights from Kirksville to larger state airports will save time for out-of-state students, junior Savana Ricker from Kansas City said she likely wouldn't use the Kirksville Regional Airport to get home quicker.

"It's just easier to drive there," Ricker said.

Bell said traditional marketing techniques like television, radio or newspaper advertisements are possibilities for the airport. Brochures also are a marketing technique that

Bell is considering. If brochures are to be dispersed at Truman's campus, they probably would be in the Student Union Building, the Pickler Memorial Library or perhaps admission packets, Bell said.

David Hall, Kirksville Regional Airport director, said receiving the grant from USDOT for marketing is positive for the airport and for the community.

"It's great," Hall said. "The grant is something we had applied for a few times in the past, and we had been unsuccessful."

Hall said the grant was written by Kris McKim, former Assistant City Manager, before her transfer from the City of Kirksville's staff to Truman's staff.

Hall also said the marketing will make more people in and around Kirksville aware of what the Kirksville Regional Airport has to offer.

"It's incredible the amount of people that don't realize we have commercial service," Hall said. "Marketing is something we need to get out to the Kirksville public and to surrounding communities."



Brian O'Shaughnessy/Index

The Kirksville Police Department has received a \$10,000 grant from the Missouri Department of Public Safety to pay for new light bars on patrol vehicles.

Police receive \$10K from state

Kirksville Police Department secures grant money to purchase new light bars

BY BECKA MAYFIELD
Staff Reporter

Things are looking brighter for Kirksville police.

The Missouri Department of Public Safety awarded the Local Law Enforcement Block/Justice Assistance Grant to the Kirksville Police Department. The Police Department plans to use the \$10,000 grant to purchase new light bars for its patrol vehicles.

Light bars are the flashing blue and red lights mounted to the roof of most police vehicles.

"It's a safety issue for the officers and the public," said Tim King, Kirksville's deputy police chief.

Old equipment prompted the department to apply for the grant. King said the light bars the department currently uses are dim, and new equipment is necessary for safety.

"The light bars we have are several years old," King said. "It's important for people to be able to see us."

The police department will receive the money at the end of the month, but it doesn't expect to have the new equipment until the end of February, King said.

Once the department procures the new equipment, drivers will be able to see the patrol vehicles more clearly, which will prevent safety hazards.

"We are trying to make our cars visible for the safety of our officers and the public," King said.

The state of Missouri awards the local law enforcement grant to public safety jurisdictions in need. Although the grant is administered through the Department of Public Safety of Missouri, it is a federal program, said Terri Durdaller, director of communications of the Missouri Department of Public Safety.

In order to try for the grant, the police department submitted an application and raised \$1,300. Raising the funds allowed the department to receive the maximum amount of money available. Applicants raise 10 percent of the amount they receive.

Durdaller said many law enforcement agencies benefit from receiving this grant.

"This year we actually awarded 150 local law enforcement agencies with this grant, and it helps improve their public safety," she said. "[With the grant] they are able to procure equipment that they otherwise might not be able to afford like radios, handcuffs [and] ballistic vests. The equipment [that could be purchased with grant money] does increase the safety of the law enforcement officers and the public."

Some are skeptical of how badly the Kirksville Police Department needed the money and whether the purchase of new light bars is the best use of the funds.

"I think their lights work OK now," senior Meredith Wells said. "I think there could be a better use of their money."

However, she does admit that new light bars could improve public safety.

"I would feel more personally safe if I knew that [the police] were visible," Wells said.

"We are trying to make our cars visible for the safety of our officers and the public."

Tim King
Deputy Police Chief

Index Classifieds

Rates:

- On-Campus: \$3 per ad per issue. Fewer than 25 words.
- Off-Campus: \$5 per ad per issue. Fewer than 25 words.

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Deadline: Monday by 5 p.m.

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For Rent: Several nice one-, two-, and three-bedroom units in the Boardwalk, Water Works, Park Place, States Avenue, St. James, and New York Avenue complexes. Call Four Horizons Realty, 660-665-3400. 703 N. Marion.

For Rent: Attention, professional students: Multiple high-quality two- and three-bedroom modern apartments with countless amenities currently available for May 2008 and August 2008 leases. Locations are all in established safe residential/rental progressive areas of the city. These beautiful complexes are all electric (no gas price fluctuation or asphyxiation worries) and are geared for professional, conscientious individuals who place a high emphasis on safety, privacy, and attractive surroundings less than a five-minute commute from campus. Please call 626-7695 for details. Student references gladly given on request.

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For Rent

For Rent: 901 S. Halliburton, three to four-bedroom, central heat, loft electric heat, window a/c, stove, refrigerator, washer/dryer. One block from campus. Available June 1. \$750/month. 660-349-8552.

For Rent: Walk to class. Nice and clean two-bedroom or three-bedroom apartment. Central air, washer/dryer. 660-341-1805.

For Rent: One- to two-bedroom, recently remodeled apartment. About two blocks from TSU. All utilities included. No pets. \$300/month. Available May 08. Call Corey Sanford at 660-665-9848 or leave message.

For Rent: One-bedroom efficiency apartment about two blocks from TSU. All utilities included. No pets. \$275/month. Available May 08. Call Corey Sanford at 660-665-9848 or leave message.

For Rent: Two-bedroom house on 1500 block of S. Downing, near Truman. Washer/dryer hookup, large backyard, and one-car garage. \$500/month. Call Tracy at 665-5678 for a showing.

For Rent: Extremely desirable, large two-bedroom apartment in historic four-plex building. High ceilings, washer/dryer access, many nice features. Very close to Truman. Water, sewer and trash furnished. Just \$390/month. May to May lease. Call or leave message at 660-341-5327.

For Rent: Act quickly! Two very nice one-bedroom apartments in historic building just north of campus available for upcoming school year. May to May leases. Smaller all-electric four room apartment \$245/month. Larger five-room apartment \$275/month. Washer/dryer access. Close to Truman and downtown. Water, sewer and trash furnished. Call 660-341-5327.

For Rent: Four-bedroom, two-bath house with nice appliances, high efficiency furnace/central air, close to campus, clean. \$800, no pets. Available May 15. 660-627-4761 or 660-341-0941 Larry Daniels, Owner/agent.

For Rent

For Rent: One-, two- and three-bedroom, updated apartments. Just a few left. Call now for more information. 660-627-2060.

For Rent: Downtown loft apartment suitable for 2+ people. 1,400 square feet, hardwood floors, one and a half baths, washer and dryer, total electric. \$400/month. 660-627-1400.

For Rent: Spacious four- to five-bedroom, three bath home. Some hardwood floors and older style woodwork and lots of storage. Stove, refrigerator, washer/dryer included. This home is three blocks north of Truman and offers plenty of off-street parking. Available August 1 only \$800. Call agent Jeff Behrmann at 660-626-7598.

For Rent: Newer three-bedroom, 1 1/2 bath, washer/dryer, bright and spacious. Energy efficient. Near Truman off First Street. Available June 1, call 665-8356.

For Rent: Benson properties has great rentals. All new three-bedroom, one bath with large bedrooms. Washer/dryer, dishwasher, and four blocks from campus. \$750/month. Also studio apartments available. \$295/month. Call Megan at 660-988-2050.

For Rent: One efficiency apartment close to TSU. Water and trash paid. Available February 1. \$230/month, stove, refrigerator and off street parking. 600-216-1952 broker/owner.

For Rent: Biston-Karlton-Jefferson apartments. Studios at \$300/month, include heat, water, trash, electric, cable TV, wireless internet. On-site laundry, 24/7 maintenance. Pet friendly units. Two blocks from TSU. 660-627-1400. www.kirksvilleapartments.com.

For Rent: Studio apartment, two blocks from campus. \$280-\$330/month, all utilities paid. Washer/dryer on site. For more information call: 660-216-9932.

For Rent: Four-bedroom, two-bath apartment. New kitchen and bathrooms. New carpets and linoleum. Electric heat. Stove, refrigerator, washer, dryer and dishwasher.

For Rent

\$800/month plus deposit and lease (May). 660-988-2087.

For Rent: Three-bedroom house, newly remodeled, two blocks from TSU. Total electric, includes stove, refrigerator, dishwasher, washer and dryer. Outside storage area, off-street parking. \$650/mo. \$650 deposit. Call 660-341-4627.

For Rent: New two-bedroom duplex, two blocks from TSU. Total electric, includes stove, refrigerator, dishwasher, washer and dryer. Outside storage area, off-street parking. \$585/month \$585 deposit. Call 660-341-4627.

For Rent: Newer, well-maintained apartments near downtown. Two-bedroom, one walk-in closet, washer/dryer, dishwasher, refrigerator, range, garbage disposer, and outside storage included. May and August availability. Call 660-665-2796 M-F, 8-5.

Now Hiring

Now Hiring: Market research interviewers. Part-time work, flexible scheduling, \$7.50/hour starting wage, employees meeting quality standards could earn up to \$9.75 within 90 days. Interviewing at the Missouri Career Center (MACC campus), Mondays 9 a.m. to noon and Wednesdays 1 p.m. to 4 p.m. For further info., call 660-626-1500.

Wanted

Help Wanted: Chariton Valley Association, 905 E. George in Kirksville. Needs part time employees. Come to the office to pick up an application.

For Sale

For Sale: Books at Adair County Library: Hardbacks – adults 50 cents, children 25 cents; paperbacks – 10 cents. Saturdays- Feb. 2 and 16, 12 to 3 p.m.