



**1. Welcome:** Council Member Jeff Longwell, City of Wichita, welcomed attendees and asked for introductions.

**2. Charge of the Task Force:**

The Workforce Development Task Force is charged with two initial tasks:

1. Developing strategies for outreach, awareness, and marketing for workforce and economic development in South Central Kansas and the REAP Region; and
2. Determining how the Chief Elected Officials Board (CEOB) should perform its duties in Local Area IV.

Longwell noted that the connecting economic factor in the REAP region and across the state is workforce development. Without skilled labor businesses cannot stay in business or expand, and new businesses will not give the region serious consideration without a properly trained workforce.

Keith Lawing briefly reviewed the background materials included in the packet, noting that one of the challenges on the Workforce side will be coordinating initiatives in two Local Workforce Investment Areas (IV and I), as the REAP region overlaps Area I in Harvey, McPherson and Reno Counties. Lawing also noted that the U.S. Department of Labor strictly regulates “marketing” of workforce services-printed materials can be provided for public education efforts but no true marketing, like commercials, radio spots, or billboards are allowed to be paid for by Workforce Investment Act (WIA) funds. REAP would be an ideal vehicle for these marketing efforts, however, especially since they overlap the two Local Areas.

Committee members noted that in order to market the region several items needs to be determined:

- What is the “region”? Is it limited to REAP, or can anyone outside of the nine county region opt into the effort?
- Who are we, as the region?
- How do we think of the region, as a whole?
- What resources and assets does the region have to offer? (natural, cultural, quality of life)
- Do we have any existing platforms for advertising that can be utilized (Wichita Channel 7, speaking engagements at associations, Rotary, AeroClub, etc)

Harland Priddle stated that marketing the region can be described like a department store: the store is marketing products but they promote the store name and their image. Each community is like a product in the store, we are marketing the area as a whole.

Committee members requested Jeremy Hill give a presentation at the March 7<sup>th</sup> meeting regarding the interconnectedness of the communities in the region.

The Committee also requested additional representatives be solicited from other areas and organizations. Specifically, Council Member Jeff Longwell will talk to GWEDC; Keith Lawing will talk to Commissioner Chip Westfall and Deb Scheibler; Commissioner Dave Unruh will talk to Commissioner Brad Dillon of Reno County. Task Force members are asked to consider whether any business members or representatives would be helpful to the discussion.



**3. Timeline and Outcomes:**

The Task Force will be asked to make formal recommendations to the Board of Directors on their direction at the May Board meeting. Staff will work on a summary of the Task Force and its duties for use in recruiting new members. Additionally, the Task Force requested staff convey to the Technical Advisory Committee the need for a “partners” or an affiliate membership assessment for organizations and businesses that may wish to become members.

**4. Other Business:**

No new business was brought up by the Task Force.

**5. Adjourn**

The meeting adjourned at 12:40 p.m.

**Attendance**

**Committee Members**

Council Member Jeff Longwell, Wichita, Chair  
Allen Bell, Wichita  
Bill Bolin, SCKEDD  
Janis Hellard, Sumner County Economic Development  
Harland Priddle, K-96 Corridor Association  
Daniel Shea, Kingman County  
Mayor Rex Satterthwaite, Bentley

**Staff**

Kelly Bergeron  
Keith Lawing