



Regional Economic Area Partnership (REAP)
Meeting Agenda
8:00 a.m. September 9th, 2013
Hughes Metropolitan Complex
5015 E. 29th Street North, (29th and Oliver)
Commissioner Dave Unruh, Chairman

1. Welcome and Introductions: *Commissioner Dave Unruh*

2. News and Announcements: *Commissioner Dave Unruh*

3. Consent Agenda: *Commissioner Dave Unruh*

The action items in the reports have been reviewed, discussed and acted upon at the Committee level. Members of the Board of Directors may request discussion on any of the action items at the meeting or the reports may be accepted in a single motion.

- A. Review of the REAP minutes from July 8th 2013
- B. Executive Director Report

Recommended Action: Approve the consent agenda as presented.

4. Report from the REAP Transition Team: *Jim Heinicke*

- A. Transition Plan Overview
- B. Partnership between Workforce Alliance and Hugo Wall School

Recommended Action: Approval of the REAP Transition Plan

5. Unscheduled Topics: *REAP Members and Partners*

6. Adjourn

The next Board meeting will be at 8:00 a.m. on Monday, October 7, 2013 at the WSU Hughes Metropolex

Mission

Guide state and national actions that affect economic development in the region and adopt joint actions among member governments that enhance the regional economy.

REAP Meeting Minutes July 8th, 2013

Eugene M. Hughes Metropolitan Complex, Wichita State University, Wichita, Kansas
Commissioner David Unruh, Chairman

1. Welcome and Introduction

Commissioner David Unruh, Sedgwick County, called the meeting to order; members, staff and guests introduced themselves.

2. News and Announcements

Commissioner Dave Unruh noted that Councilmember Carl Koster, City of Cheney, has served as REAP's representative to the Airport Advisory Board. Mayor Marcey Gregory, City of Goddard motioned (Councilmember Jeff Longwell, City of Wichita) to reappoint Councilmember Carl Koster to the Airport Advisory Board. The motion passed unanimously.

3. Potential Synergy with GWEDC

Mr. Gary Plummer, Wichita Metro Chamber of Commerce and Mr. Tim Chase, Greater Wichita Economic Development Coalition discussed future plans and opportunities for cooperation between REAP and the Wichita Chamber of Commerce. They thanked the board for their commitment to economic regionalism. Mr. Plummer noted that the Chamber was tasked with creating a five-year strategic plan to foster economic development for the region. Mr. Plummer cited Boeing's departure from Wichita as an example of why Wichita must become more economically competitive. Mr. Plummer noted the Chamber has created a Leadership Council comprised of business leaders in the region that meet on a quarterly basis. The council identified job creation, education, and the diversification of the workforce as keys to strengthening the regional economy. Mr. Plummer announced that the Chamber of Commerce has increased its yearly economic development budget from \$1.2 million dollars to \$1.8 million. The Leadership Council has a \$300,000 annual fund to work with other organizations to create opportunities for economic growth in the region.

Mr. Plummer added that one of his primary tasks was hiring a new President of the Greater Wichita Economic Development Coalition, Mr. Tim Chase. Mr. Chase has worked in economic development for the last 20 years, with his most recent post was in Central Illinois. He mentioned that he has met with over 100 regional business leaders in the last 4 months to discuss regional competitiveness. He believes a key challenge for the region is how to market Wichita to outside businesses. Mr. Chase noted that the Chambers Leadership Council ranked Wichita's economic competitiveness as 2.5 on 5.0 scale. The Leadership Council announced that they would like to see Wichita double its economic development over the next 5 years. Mr. Chase noted that the Leadership Council has agreed on two fundamental areas of improvement for the regional economy; these include agility and asset management as key identifiers for economic competitiveness. He noted that businesses want to be able to add capacity quickly. He continued by stating that recently, the region has done a better job of keeping an inventory of potential job sites and marketing them to prospective companies. Mr. Chase announced that the Greater Wichita Economic Development Coalition is looking at diversifying the regional economy. He noted that the region is not the leader in all aspects of aerospace technology and the region should work to attract emerging industries. Mr. Chase continued that Wichita must be willing to develop

its homegrown businesses. He acknowledged that although companies entering Wichita get the media's attention, the existing businesses drive the economy.

Commissioner Unruh noted that REAP and the Chamber of Commerce could work together to enhance the regional economy. He asked Mr. Chase how REAP can partner with the GWEDC. Mr. Chase noted that regional councils of government have a difficult time doing economic development. He added that company's abilities to work with local governments is important when organizations select job sites. He noted that cities and counties need to do a better job of marketing their communities. Mr. Chase added that jurisdictions should inventory sites and quickly send proposals to interested companies. Mr. Chase informed the board that that companies typically contact the Kansas Department of Commerce and the Department of Commerce sends information out to jurisdictions throughout the state. Mr. Chase asked the board members to contact him if their communities are not getting the Department of Commerce's leads. He encouraged all communities to develop a relationship with the Kansas Department of Commerce. Mr. Plummer noted that the Greater Wichita Metropolitan Chamber of Commerce is looking to develop relationships with communities outside of Wichita and Sedgwick County. Ms. Kathy Sexton, City of Derby, asked if the Greater Wichita Economic Development Coalition has worked with the South-Central Kansas Prosperity Initiative. Mr. Chase replied that the organization has not participated, but they would be interested in contributing to the discussions.

4. Consent Agenda and Committee Reports

Mr. Jim Heinicke noted that the City of Wichita has created a survey for ozone management. Ms. Rebecca Likiardopoulos mentioned that the survey in was a follow-up from the November 2012 REAP Board meeting and invited members to complete the survey. Councilmember Jeff Longwell (Commissioner Brad Dillon, Reno County) motioned to approve the consent agenda. The motion passed unanimously.

5. Management Partners

Mr. Ken Murray, Management Partners led the board through the findings of the organizational assessment. Management Partners conducted 45 interviews with elected officials and professional staff from around the region. Mr. Murray informed the committee that the strength of REAP comes from its membership. He noted that in the past, REAP has been a successful advocate for the region and many members believe the information exchange about common issues, with a regional focus is the primary value of REAP. He added that interviewees described the recent Water Conference as an example of a meaningful regional policy discussion. The assessment found that there is a prevailing feeling that REAP has suffered from a lack of effective management leadership for several years. Mr. Murray continued, the organization is perceived as an forum for elected officials, to the exclusion of other public officials who could bring strength to the organization. Mr. Murray noted that the future of the Water Resource Committee needs to be addressed in the near future. Mr. Murray added that REAP has not responded effectively to public policy initiatives that weaken its operating base and challenge its political legitimacy. The vast majority of persons interviewed confirm the need for REAP as a regional forum. Mr. Murray noted that the loss of the Aviation grant program administrative revenue will reduce the operating budget by \$25,000 per year.

Mr. Murray suggested that REAP approach regional businesses and seek public-private partnerships. Mr. Murray noted that the board must work to hold administrative staff accountable. Mr. Murray added that a positive legislative agenda is more effective than a negatively focused agenda. Mr. Murray informed the committee of the importance of Workforce Alliance to economic development. He added that the South Central Kansas Prosperity Initiative is a great assets to the community. Mr. Murray noted that REAP should be focus on public policy initiatives and partner with regional organizations and to advocate for the region.

Mr. Murray suggested that REAP create a technical advisory committee composed of city/ county managers or staff persons that would focus on regional issues and provide recommendations to the technical advisory committee. He added that special task forces should be created on an as needed basis to address specific policy issues related to the region .

Mayor Marecy Gregory asked Mr. Murray how would REAP approach the private sector to get them involved. Mr. Murray replied that REAP must be able to show value to the private sector. He added that Business are interested in housing, natural resources and economic development.

6. Transition Team

Commissioner Unruh announced the creation of a Transition Team. He stated that the team would be tasked with creating a new organizational structure for REAP. Commissioner Unruh continued that the Transition Team will present its recommendations to the board during the September 9th REAP Board meeting. The Transition Team will meet at 1p.m. on Thursday, July 14th in the Workforce Alliance Administrative Offices.

Councilmember Jeff Longwell, City of Wichita, suggested that REAP shift its focus to regional marketing. He added that because REAP is no longer administrating the Kansas Affordable Airfares Program, REAP needs to find a new purpose. He suggested that REAP absorb the Wichita Area Metropolitan Planning Organization. He added that the South Central Prosperity Initiative is looking at regional issues that could be of interest to the organization. Councilmember Longwell also went on to note that REAP could share some administrative costs with the Wichita Area Metropolitan Planning Organization.

7. Around the Region

Vice Mayor Pete Meitzner, City of Wichita, announced that Wichita has submitted an application for a Transportation Investment Generating Economic Recovery grant. He noted that the State of Kansas and the City of Wichita are seeking 12.7 million dollars from the federal government to fund an expansion of passenger rail. Applications will be reviewed for the next 90 days.

8. Adjourn

Having no other Business the meeting was adjourned

REAP Attendance 7/8/2013

Members/ Alternatives

Commissioner Chip Westfall, Harvey County
Commissioner Jim Skelton, Sedgwick County
Commissioner Dave Unruh, Sedgwick County
Commissioner Karl Peterjohn, Sedgwick County
Commissioner Richard Ranzau, Sedgwick County
Mayor Kristey Williams, City of Augusta
Mayor Terry Somers, Mount Hope
Councilmember Pete Meitzner, City of Wichita
Mayor Rex Satterthwaite, City of Bentley
Councilmember Carl Koster, City of Cheney
Commissioner Leroy Koehn, City of Newton
Mayor Dave Kauffman, City of Hesston
Mr. Carl Koster, City of Cheney
Ms. Irene Hart, City of Hutchinson
Mr. Cody Sims, City of Wellington
Mr. Robert Conger, City of Kechi
Mr. Rick Rekoske, City of Bel-Aire
Mr. Thom Noone, City of Sedgwick
Ms. Kathy Axelson, City of Rose Hill
Mr. Ron Loomis, McPherson County
Mr. Herb Llewellyn, City of El Dorado
Mr. Bob Myers, City of Newton
Ms. Kathy Sexton, City of Derby
Mr. Robert Layton, City of Wichita
Mr. Rick Rokoske, City of Bel-Aire
Mr. Kent Brown, City of Clearwater
Mr. Dale Shaffer, City of Benton
Mr. Randy Riggs, City of Newton
Mr. Jim Nickel, City of Newton
Mr. John Waltner, Harvey County
Mr. Anthony Swartzendruber, Harvey County
Mr. Kurt Bookout, City of El Dorado
Ms. Debra Miller Stevens, City of Wichita

Guests

Mr. Harland Priddle, K-96 Corridor Association
John Stevens, Wichita Score
Lonnie Stiebew, SKT Economic Development
Mr. Keith Lawing, Workforce Alliance
Ms. Sue Schlapp, Kansas Department of Commerce
Kelly Bergeron, Workforce Alliance
Gary Plummer Wichita Chamber of Commerce
Alan Bell, City of Wichita
Tim Chase, Greater Wichita Economic Development Coalition
Dale Goter, City of Wichita
Mr. Ken Murray, Management Partners
Marv Duncan, Sedgwick County Staff
Dr. Nancy McCarthy Snyder, WSU
Ms. Rebecca Likiardopoulos, WSU
Mr. Brandon Mills, WSU
Mr. Zack Daniel, WSU
Ms. Deanna Carrithers, WSU
Ms. Misty Bruckner, WSU
Mr. Dan Baxa, WSU
Ms. Paula Downs, WSU
Mr. Jim Heinicke, WSU
Ms. Jessica Morton, WSU

Executive Director's Report

Executive Committee

Efforts this past month have been focused upon crafting the Transition Plan, which is on today's agenda, and identifying major transition issues that will need to be handled in the changeover. If the Board approves the staffing changes, then the Interim Director will prepare an ending financial report as of the changeover date.

Kansas Affordable Airfares Program

The Kansas Affordable Airfares Program funds for the past year (July 2012 through June 2013) have been received and appropriated disbursed to the grantees: Sedgwick County and the City of Garden City. A draft report for the program has been completed and will soon be submitted to the Kansas Department of Commerce. That would complete KAAP administrative activities for REAP. REAP will not administer the program for 2014.

Water Resources Committee

The Water Resources Committee will follow the REAP Board meeting at 9:30 a.m. The Kansas Water Office will provide a presentation on the State Water Plan and priority issues.

Chief Elected Officials Board

There is no business this month for the CEOB.

New Graduate Assistant

Former Graduate Assistant Rebecca Likiardopoulos has graduated and taken a position with the Kansas Aviation Museum. Ethan Reimer is REAP's new Graduate Assistant, while Brandon Mills remains on board.

REAP TRANSITION PLAN

EXECUTIVE SUMMARY

The Regional Economic Area Partnership (REAP) is a council of local governments comprised of 34 members, each of which is a city or county in south central Kansas. The Mission of the organization is to guide state and national actions that affect economic development in the region and adopt joint actions among member governments that enhance the regional economy.

In an effort to improve the operation of the organization, REAP has recently undertaken a review of its role and programs. Management Partners, a national organizational consulting firm, was engaged to develop recommendations towards this end. To review the recommendations and determine how to position REAP for best success, a Transition Team was created to develop this Transition Plan to implement appropriate change.

This Transition Plan outlines the recommendations of the Transition Team along with rationale for such changes. Areas discussed by the Transition Team included roles and scope of REAP, board structure and meeting logistics, priority issues, funding formulas, and staffing options.

Operational Recommendations

Highlights of the operational recommendations include:

- Shift to quarterly or bi-annual board meetings.
- Conduct bi-monthly topical meetings focused on a single priority issue, thus enabling in depth discussion and analysis of the most important topics. These meetings would typically be of two hours length over a luncheon. All REAP members and partners would be invited to explore a priority issue in depth.
- Retain the Legislative and Water Resources standing committees, based upon the success of those two groups.
- Create a Technical Advisory Committee comprised of area professional managers in order to gain depth and perspective on issues.
- Utilize policy task forces to address specific priority issues. Task forces differ from committees, in that task forces are given a specific assignment. When that assignment has been completed, the task force dissolves.
- Hire Workforce Alliance to provide basic staffing services to REAP, in conjunction with the Hugo Wall School which would provide the research, technical and education components as needed.

Staffing Services for REAP

REAP is currently without any permanent staff. An interim director is in place for a limited amount of time, and two rotating graduate assistants are assigned to REAP part-time. The original budget was for two fulltime positions plus graduate assistants. Therefore, it is imperative the REAP move forward towards a determination of how to staff the organization.

Consequently, the Transition Team distributed Requests for Proposals from entities which could provide staffing services. Because the staff team needs to be in place prior to the January legislative session, the proposals were required to encompass a period of October 2013 through December 2014. Four proposals were reviewed, and the Transition Team recommends the proposal submitted by Workforce Alliance.

Workforce Alliance is a non-profit management company that provides third party staffing service for a variety of workforce programs. In this proposal, the Workforce Alliance would partner with the Hugo Wall School. Workforce Alliance offered the proposal for \$228,000 for the 15 month period. Workforce Alliance would perform administrative services and day to day operations, including member relationships. The Hugo Wall School would provide technical support, research and educational components. Within the \$228,000 budget, Workforce Alliance would negotiate a contract with the Hugo Wall School for these services. This proposal is within the current financial capacity of REAP.

Keith Lawing, head of Workforce Alliance, would serve the role of Executive Director under this proposal on a part-time basis. Kelly Bergeron would serve half-time as Community Relations Manager, and Chad Pettera would serve as part-time finance officer. By limiting administrative expenses, more resources can be focused upon program activities. The Workforce Alliance proposal would continue to utilize the Hugo Wall School in a role of research and professional advisory services associated with staffing task forces and performing research activities.

The Workforce Alliance proposal offered several key advantages to REAP. Mr. Lawing is a past Executive Director of REAP with a demonstrated record of achievement in that role. All the participants are already known. In other proposals, key officials would be hired at a later date and were thus unknown parties to the Transition Team. Representatives of Workforce Alliance are already familiar with REAP through the connection with labor force issues and the Chief Elected Officials Board provided by REAP. Members of that organization have attended nearly all REAP meetings of the past several years. The relationship with Wichita State, which is valued by many REAP members, will remain intact with this proposal.

There are many more specific recommendations which are described in the following report. Further, the report identifies the rationale for various changes recommended by the Transition Team. The recommendations will be considered at the September 9, 2013 REAP Board meeting.