

# REAP | Regional Economic Area Partnership

February 11, 2016 ~ 9:00a.m.  
Wichita Workforce Center  
2021 N. Amidon, Suite 1100, Wichita

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1. Welcome: Commissioner Carol Voran, Chair
2. Approval of Minutes from January 14, 2015: Commissioner Carol Voran, Chair (pp. 2-5)  
**Recommended action: Approve the minutes from the January 14, 2016 Executive Committee meeting.**
3. 2016 Work Plan and Regional Branding / Marketing: Keith Lawing (pp. 6-7)  
*To implement elements of the 2016 work plan, staff developed a number of actions for consideration to create a regional branding and marketing strategy.*  
**Recommended action: provide actions to initiate creation of a regional branding and marketing strategy for South Central Kansas.**
4. REAP in Topeka: Marla Canfield (p. 8)  
*REAP is hosting a luncheon for the South Central Kansas Legislative Delegation in Topeka on March 2, 2016.*  
**Recommended action: take appropriate action**
5. Other Business: Executive Committee Members
6. Adjourn

## **Executive Committee:**

### **2016 Calendar**

#### **11:30 a.m., 2<sup>nd</sup> Thursday of the month**

January 14, 2016	July 14, 2016
**February 11, 2016-time TBD to accommodate the Annual Chairman's Lunch.	August 11, 2016
March 10, 2016	September 8, 2016
April 14, 2016	October 13, 2016
May 12, 2016	November 10, 2016
June 9, 2016	December 8, 2016



REAP Executive Committee Minutes  
January 14, 2016 ~ 11:30a.m.

1. Welcome: Commissioner Carol Voran, Chair  
Commissioner Carol Voran, Kingman County, called the meeting to order.
2. Approval of Minutes from December 3, 2015  
**Commissioner Brad Dillion (Reno County) (Commissioner Dave Unruh, Sedgwick County) moved to approve the minutes from December 3, 2015. Motion adopted.**
3. 2016 Regional Legislative Priorities and Outreach Strategies  
Keith Lawing presented to the committee.

REAP Chair Commissioner Carol Voran and City Council member Carl Koster presented to the South Central Kansas Delegation on January 7, 2016. Commissioner Voran did an excellent job talking about the impact of the tax lid on Kingman County. WSU, Wichita Chamber of Commerce, USD 259, and Medical Society also presented. REAP co-hosted a reception immediately following with WSU. The reception was well attended and good conversations happened.

Senator Michael O'Donnell is the 2016 Delegation Chair. Representative Blake Carpenter from Derby is the Vice Chair. REAP will be hosting luncheon in Topeka for the South Central Kansas Delegation on March 2<sup>nd</sup>. REAP will work on scheduling some individual meetings with local representatives.

Local government day is January 27th in Topeka.

Staff will be conducting weekly conference calls updates with regional partners and occasionally legislators. Staff are looking at Thursday's or Friday's for the call. Partners (i.e., WSU, Bernie Koch, Jason Watkins, Barb Joes) will be invited to provide updates.

City of Wichita hired Bright and Carpenter as their lobbyist.

If there are specific issues REAP members would like to be discussed or followed please let REAP staff know.

Tax Lid update:

- Senate Bill No. 316 - Sen. Jake LaTurner, R-Pittsburg, is back with his bill that would require voter approval of city and county budgets that include property tax revenue that-except for new construction and inflation-exceeds the previous year's budget. It would take effect July 1.

- REAP is considering writing a resolution pointing out opposition of the tax lid. Staff will collection information from the TAC about how this impacts local governments.
- REAP members will submit an op-ed piece about the tax lid to run about the same time as the lunch on the 2<sup>nd</sup> of March.

Carol Voran made some recommendations for topics for the Water Summit to WSU. She talked about AG and the proper use of water.

#### 4. Membership Update

In December 2015, REAP assessment invoices were sent to all REAP members. Attached is the current assessment received and payment dates. McPherson County made the decision to not continue with their participation at this time and no reason was provided for the decision.

Staff will be meeting with the following REAP members for presentations before assessments are paid:

- City of Hesston - February 7, 2016 at 6pm

Staff have the following meetings set or requested:

- Conway Springs – February 2, 2016 at 10:30am
- City of Sedgwick – meeting requested.

Staff will also reach out to Moundridge, Haysville, and Pratt County. Staff are also open to coming out to any current member’s community and do a presentation/update on the work we are doing.

#### 5. 2016 Work Plan

Lawing provided an outline of the 2016 Committee Work Plan Assignments.

##### **Role of REAP**

1. To be a regional catalyst for strategies and actions to increase state and federal investments for economic development and job creation in South Central Kansas;
2. To be the regional convener on issues, projects and strategies that impact the economy in South Central Kansas

##### **Items and Assignments for the 2016 Work Plan**

1. Serve as a catalyst to develop a regional strategy to brand and market South Central Kansas to promote economic growth.

Assigned to: Board of Directors and Executive Committee

Leads for the group are Mayor Jeff Longwell (Wichita) and Mayor Shelly Hansel (Wellington)

2. Create partnerships to design and implement regional strategies to support 2016 legislative priorities.

Assigned to: Board of Directors, Legislative Committee

Leads for the group are Mayor Terry Sommer (Mount Hope) and Commissioner Chip Westfall (Harvey County).

3. Create stronger working relationships between and among economic development and workforce development agencies/offices in the region.  
Assigned to: Board of Directors, Executive Committee, Workforce Alliance LWDB  
Leads for this group are Commissioner Dave Unruh (Sedgwick County) and John Waltner (Harvey County)
4. Serve as a catalyst to identify key transportation issues important to economic growth in South Central Kansas.  
Assigned to: Regional Transportation Task Force and Board of Directors  
Lead for this group is Commissioner Carol Voran (Kingman County)
5. Raise awareness of municipal water issues in South Central Kansas in relation to state policy, possible legislation, and best practices.  
Assigned to: Board of Directors, Executive, Legislative and Technical Advisory Committees.  
Lead for this group is Mayor Marcey Gregory (Goddard)
6. Identify and implement services for REAP Members related to best practices, community development and leadership.  
Assigned to: Wichita State University, Hugo Wall School, with support and direction from the Board of Directors, Executive Committee, and Technical Advisory Committee.
7. Identify and develop strategies to generate revenue to support REAP operations.  
Assigned to: Staff, Board of Directors, REAP Leadership

***The committee reviewed and discussed 2016 Work Plan assignments***

6. Other Business: Executive Committee Members
  - The 2016 Chairmen's Lunch will be February 11, 2016. REAP will buy a table for the event. The Executive Committee time will be adjusted from 9 to 10:30am to accommodate this lunch.
  - WIOA comments are being collected. There is a question about 40% of funds being spent on training requirement.
  - Keith was interviewed for the radio show Issues with Steve McIntosh. Keith and Steve discussed REAP, regionalism, south central Kansas economic development, workforce, and BREG. It will air on Sunday, the 17th on:
    - KNSS 1330 AM, 8 am
    - KFH 1240 AM, 98.7 FM, 7:30 am
    - KFBZ 105.3 FM 7 am
    - KEYN 103.7 FM 6:30 am

Or you can listen to it now: <http://media.knssradio.com/a/112505070/issues-2016-01-17-16.htm>

7. Adjourn

The meeting adjourned at 1:06p.m

**Attendance**

Commissioner Carol Voran, Kingman County, Chair  
Mayor Terry Somers, Mount Hope  
Mayor Shelley Hansel, Wellington  
Council Member Carl Koster, Cheney

Commissioner Brad Dillion, Reno County  
Commissioner Dave Unruh, Sedgwick County

**Guests**

Misty Bruckner, WSU

Paula Downs, WSU

**Staff**

Keith Lawing, REAP

Marla Canfield, REAP

***Recommended action: Approve the minutes from the January 14, 2016 Executive Committee meeting.***

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**Item:**

2016 Work Plan and Regional Branding / Marketing

**Background:**

Each year REAP develops an annual Work Plan detailing items of regional significance to be addressed and accomplished in the upcoming year. On October 15, 2015, the REAP Board of Directors adopted the 2016 Work Plan. One of the key items is for REAP to serve as a catalyst to develop a regional strategy to brand and market South Central Kansas to promote economic growth.

**Analysis:**

It has been suggested that REAP help convene a number of stakeholders in the region to identify strategies and develop a plan for branding the South Central Kansas region. This activity would be in line with the Blueprint for Regional Economic Growth (BREG) initiative and the regional export plan being led by Kansas Global Services.

Over the past few months REAP members and staff observed a number of successful models of regional branding and marketing. These include the Kansas City region, Northwest Arkansas and Greenville South Carolina. Links to websites for these organizations are below.

Examples of regional branding:

<http://www.tenatthetop.org>

<http://www.nwacouncil.org>

<http://www.upstatescalliance.com>

<http://www.thinkkc.com>

The following actions are being suggested for REAP to implement this item from the 2016 Work Plan. The committee is urged to provide comment or suggest additional action steps.

- Identify a consultant or person directly involved in a successful regional branding campaign to visit the region and meet with stakeholders and partners.
- Invite participants to engage in regional planning including economic development offices, local governments, BREG, Kansas Global, and employers.
- Determine how to use the REAP website and or other resources

***Recommended action: approve actions to initiate creation of a regional branding and marketing strategy for South Central Kansas.***

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**Item:**

REAP in Topeka -Logistics for South Central Kansas Legislative Delegation Luncheon: Wednesday March 2<sup>nd</sup>

**Background:**

REAP is sponsoring the weekly South Central Kansas Legislative Delegation luncheon on Wednesday, March 2<sup>nd</sup>, 2016. Staff are working with Senator O'Donnell's office to work out specifics on time and location.

**Analysis:**

Staff anticipates approximately 30-40 members of the delegation attending the luncheon. REAP members will be invited to participate this day, along with REAP staff. The start time is 11:30am for lunch and the presentation begins at noon. It will be in the Capitol on the first floor in 152 –S.

REAP members are also encouraged to make contact with legislators outside of the luncheon if possible. Staff can assist with outreach to specific legislators.

The format of the meeting is discussion-based as opposed to formal presentations. It is suggested that Commissioner Carol Voran and Mayor Terry Sommers, will give an overview of REAP and facilitate the discussion among the Delegation and the members. Members should feel empowered to discuss or raise concerns about any issue related to the REAP Legislative and Policy Priorities. It needs to be determined where participants are going and logistical details of the day (i.e., where to meet, time to arrive, ride share). Copies of the Legislative and Policy Priorities Infographic will be available on site and distributed to the Delegation.

***Recommended action: Take appropriate action***