



**Economic Development Committee
Meeting Agenda
Noon, October 21, 2010**
Workforce Alliance Administrative Offices
Commissioner Dave Unruh, Chairman

I. Welcome and Introductions: Commissioner Dave Unruh

II. Review of Minutes from the September 23, 2010 REAP EDC Meeting: Commissioner Dave Unruh

Recommended Action: Approve or modify minutes as needed.

III. REAP Economic Development Committee Business

1. Sustainable Communities Planning Grant Update and Discussion: Mr. Joe Yager

The U.S. Department of Housing and Urban Development (HUD) announced the awards for nearly \$100 million in new grants to support more livable and sustainable communities across the country on Thursday, October 14, 2010. The Committee will be asked to discuss implications for REAP.

2. Nonattainment Designation Update: Mr. Dane Baxa

On October 5th, 2010, Michael Jay, Environmental Protection Agency (EPA) representative; Tom Gross, Kansas Department of Health and Environment's Bureau of Air; and Carolyn McGinn, 31st District Senator and Chair of the Natural Resources Committee, addressed Wichita City Council Sedgwick County Board of Commissioners about the region's air quality. An update from the meeting and in particular regional implications will be provided.

3. City-to-City Recap: Mr. Joe Yager

The 2010 Visioneering Wichita City-to-City trip was to Louisville, KY on October 10-13. A report on the lessons learned will be provided.

4. 2010 Work Plan Updates and Review: Commissioner Dave Unruh

An update will be provided on the 2010 Work Plan and the Committee will be asked to discuss potential items for the 2011 work plan.

5. 2010 REAP Planning Retreat Update: Mr. Joe Yager

An update will be provided on the upcoming REAP Planning Retreat in November.

6. CEOB and Workforce Alliance Report: Mr. Keith Lawing

An update will be provided on the recent activities of the Workforce Alliance.

Recommended Action: Receive and file reports.

IV. Other Business

V. Adjourn

Meeting Minutes – September 23, 2010
Workforce Alliance Administrative Offices
Commissioner Dave Unruh, Chairman

I. Welcome and Introduction

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

II. Review of Minutes from the August 26, 2010 REAP EDC Meeting

Mayor Keith DeHaven, City of Sedgwick moved (Council Member Nick Ard, City of Maize) to approve the minutes as presented. The motion passed unanimously.

III. REAP Regional Economic Development Committee Business

Dr. John Wong, Professor and Chair of the Department of Urban and Public Leadership, University of North Texas, joined the committee via conference call.

The committee discussed a draft report compiled from the first two sections of the strategic focusing effort. Several items were noted, including concerns over the population trends and variation within the region; the increase in wages and salaries but decrease in per capita income growth; and recent lack of entrepreneurial innovation. In addition, the report focuses on manufacturing, retail trade, and high tech or applied technology.

This report has been placed on the REAP website under the strategic focusing page. It was noted that other materials, documentation, and expanded economic development history could be added to the report to help preserve the historical perspective on regional economic development. Staff was directed to work on enhancing this report and to begin planning a potential economic summit in 2011.

IV. REAP Economic Development Committee Business

Due to a conflict the Committee moved item 5 up the agenda for consideration.

5. CEOB and Workforce Alliance Report

Mr. Keith Lawing, Executive Director, Workforce Alliance, requested action to approve the addendum to and first amendment of the 150 N. Main Building Lease Agreement as presented by the WA Executive Committee. Mayor DeHaven, City of Sedgwick moved (Council Member Ard) to approve the request as presented. The motion passed unanimously.

Mr. Lawing encouraged EDC members to attend two events in the near future: the Technical Education Panel for Area Legislators on September 28, 2010, 10am and the Workforce Alliance Board of Director's Congressional Forum on September 30, 2010 at 10:30am. Both events were scheduled to be held at the Workforce Alliance in the 3rd floor boardroom.

1. Regional Economic Development Partners Update

Mr. Joe Yager, Chief Executive Officer for REAP, provided an overview of the Regional Economic Development Partners meeting. The group heard a presentation by Jeff Tucker and Rick Windholtz from AMI. AMI is working with County Economic Development partners in the SCKEDD region to develop a list of businesses in each county to undergo the pre-assessment process. This assessment will determine what companies are poised to pursue manufacturing or supply chain opportunities in the wind industry.

More information about the Regional Economic Development Partners including the minutes from the meeting were included in the packet.

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2. KansasBIO Hot Team Meeting

Mr. Yager reminded the committee that KansasBIO will be hosting a Hot Team meeting on October 5, 2010 from 8am to Noon, at the National Center for Aviation Training. The goal of the meeting is to share local insights and results for the 2010 Bioscience Workforce Survey, enhance communication between the bioscience industry and P-20 educators, and develop a bioscience workforce roadmap for success.

3. 2010 Work Plan Updates and Review

Mr. Yager referred the committee to page 7 of the agenda packet. Mr. Yager then identified specific items under the work plan that were discussed during the meeting and noted that staff will continue to monitor the progress of the work plan.

4. 2011 Issue Identification

Commissioner Unruh encouraged members of the committee to continue to think about issues that will be pertinent to the REAP region in the coming year. Commissioner Unruh requested that committee members send their items to Joe Yager via e-mail.

V. Other Business

Mr. Yager announced to the committee that staff will be conducting focus groups in the coming weeks with managers and former REAP members. Information from these focus groups will be used to continue REAP's strategic focusing process.

VI. Adjourn

Having no other business Commissioner Unruh adjourned the meeting and noted that the next EDC meeting will be held October 21st at 12:00pm at Workforce Alliance.

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Local Area IV Chief Elected Officials Business

NOTICE: Through an agreement entered into by counties in Local Area IV as defined by the State of Kansas, the Economic Development Committee (EDC) has been designated to serve as the Chief Elected Officials Board (CEOB), as defined in the Workforce Investment Act of 1998 in Local Area IV, which includes Butler, Cowley, Kingman, Harper, Sedgwick and Sumner counties. All EDC members are asked to participate, however, only those designated elected officials of the CEOB shall have a vote.

REAP Economic Development Committee	
<i>Attendance</i>	
9/23/2010	
<i>Name</i>	<i>Jurisdiction</i>
*Commissioner Dave Unruh	Sedgwick County
*Mayor Kristey Williams	City of Augusta
*Commissioner Chip Westfall	Harvey County
*Council Member Nick Ard	City of Maize
*Mayor Terry Somers	City of Mt. Hope
*Mayor Keith DeHaven	City of Sedgwick
Mr. Allen Bell	City of Wichita
*CEOB Voting Member CEOB	
<i>Guests and Staff</i>	
Mr. Dwayne Smith	GWEDC
Mr. Harland Priddle	K-96 Corridor Association
Mr. Bill Bollin	SCKEDD
Ms. Irene Hart	Sedgwick County
Mr. Keith Lawing	Workforce Alliance
Dr. John Wong (Via Phone)	University of North Texas
Ms. Debbie Franklin	WSU
Dr. Ed Flentje	WSU
Mr. Joe Yager	WSU
Ms. Nicole Bailey	WSU

Agenda Item III (1) **Sustainable Communities Planning Grant Update**

HUD Awards Announced

The U.S. Department of Housing and Urban Development (HUD) announced the awards for nearly \$100 million in new grants to support more livable and sustainable communities across the country on Thursday, October 14, 2010. HUD Secretary Shaun Donovan announced that 45 regional areas will receive funding through a new initiative intended to build economic competitiveness by connecting housing with good jobs, quality schools and transportation. However, our regional submittal was unfortunately not one of the finalists.

According to HUD the response to the program was numerous including applications from every state and two territories – from central cities to rural areas and tribal governments. Staff will evaluate the regions that did receive the awards to evaluate possible next steps for our efforts and report those findings to you. I would note that our efforts on the initial collaboration for this submittal is still very valuable and we will make every effort to continue to strengthen several of these new partnerships and ideas.

The official announcement can be viewed here:

http://portal.hud.gov/portal/page/portal/HUD/press/press_releases_media_advisories/2010/HUDNo.10-233.

In addition, a listing of those regions that were selected is attached and can also be found here:

http://portal.hud.gov/portal/page/portal/HUD/documents/Sustainable_communities_regionalplanning_grant_finalists.pdf.

Sustainable Communities Regional Planning Grant Finalists				
State	Grantee	Area	CAT	Grant Amount
Alabama	East Alabama Regional Planning and Development Commission	Anniston	1	\$225,000
Arizona	Apache County	St. Johns	1	\$820,500
Arkansas/Mississippi	Southern Bancorp Capital Partners	Helena-West Helena	1	\$710,900
California	California State University, Fresno Foundation	Fresno	2	\$4,000,000
	Sacramento Area Council of Governments	Sacramento	2	\$1,500,000
Connecticut	Capitol Region Council of Governments	Hartford	2	\$4,200,000
	Windham Region Council of Governments	Willimantic	1	\$225,000
Florida	South Florida Regional Planning Council	Hollywood	1	\$4,250,000
	Central Florida Regional Planning Council	Bartow	1	\$1,400,000
Illinois	Chicago Metropolitan Agency for Planning	Chicago	2	\$4,250,000
	Tri-County Regional Planning Commission	Peoria	2	\$1,200,000
	Rockford Metropolitan Agency for Planning	Rockford	1	\$600,000
Indiana	Evansville Metropolitan Planning Organization	Evansville	1	\$1,420,300
Iowa	Des Moines Area Metropolitan Planning Organization	Urbandale	1	\$2,200,000
Kentucky	University of Kentucky Research Foundation	Lexington	1	\$680,000
Maine	Greater Portland Council of Governments	Portland	1	\$1,600,000
Maine	Northern Maine Development Commission	Caribou	1	\$800,000
Massachusetts	Metropolitan Area Planning Council	Boston	2	\$4,000,000
	Berkshire Regional Planning Commission	Pittsfield	1	\$590,700
	Franklin Regional Council of Governments	Greenfield	1	\$425,000
Michigan	Southeast Michigan Council of Governments	Detroit	2	\$2,850,000
Minnesota	Metropolitan Council	St. Paul	2	\$5,000,000
	Region Five Development Commission	Staples	1	\$825,050
Mississippi	Gulf Regional Planning Commission	Gulfport	1	\$2,000,000
Missouri	East-West Gateway Council of Governments	Saint Louis	1	\$4,687,750
	Mid-America Regional Council	Kansas city	2	\$4,250,000
New York	Regional Plan Association Inc.	New York	2	\$3,500,000
North Carolina	Land-of-Sky Regional Council	Asheville	1	\$1,600,000
	Piedmont Authority for Regional Transportation	Greensboro	1	\$1,600,000
Ohio	Northeast Ohio Areawide Coordinating Agency	Cleveland	1	\$4,250,000
Oregon	Lane Council of Governments	Eugene	2	\$1,450,000

South Dakota	Thunder Valley Community Development Corporation	Porcupine	1	\$996,100
Tennessee	City of Knoxville, Tennessee	Knoxville	1	\$4,327,500
Texas	Houston-Galveston Area Council	Houston	1	\$3,750,000
	Capital Area Council of Governments	Austin	2	\$3,700,000
Utah	Salt Lake County	Salt lake city	2	\$5,000,000
Vermont	Chittenden County Regional Planning Commission	Winooski	2	\$995,000
Virginia	New River Valley Planning District Commission	Radford	1	\$1,000,000
	Thomas Jefferson Planning District Commission	Charlottesville	2	\$999,000
	Roanoke Valley Alleghany Regional Commission	Roanoke	1	\$625,000
Washington	Puget Sound Regional Council	Seattle	2	\$ 4,999,700
	Thurston Regional Planning Council	Olympia	1	\$1,500,000
Wisconsin	Capital Area Regional Planning Commission	Madison	2	\$1,997,500
	Northwoods NiiJii Enterprise Community, Inc.	Lac du Flambeau	1	\$525,000
	Southwestern Wisconsin Regional Planning Commission	Platteville	1	\$475,000
Reserved for Capacity Building				\$2,000,000
TOTAL				\$ 100,000,000

Sustainable Communities Regional Planning Grant Program
Application by the Regional Economic Area Partnership of South Central Kansas

ABSTRACT

The *South Central Kansas Regional Plan for Sustainable Development* will be a catalyst for change in our region. Since its founding in 1997, the grant applicant, the Regional Economic Area Partnership (REAP) of South Central Kansas, has made considerable progress in promoting collaboration among its member counties and cities on a number of critical regional issues. The tendency of our region, however, has been to respond to singular situations, with focus on a particular concern. We have not practiced the art of integrating multiple issues over issue boundaries under shared long-range strategies. We are a region of many units of government with independent-minded and often competitive leaders. Development of this plan will cause us to think and work together outside of our usual and accustomed roles.

We expect that development of this plan will move REAP to a new level as an organization. Creation of the plan will require new regional partnerships to be formed among local units of government, non-profits and the private sector. We will have to acquire new skills of regional collaboration and opportunities will open for new leadership arrangements in the region. The plan will cause us to formalize those new relationships and compel us to practice regionalism.

By doing so, the plan will strengthen the region's competitiveness in today's world economy and its long-term viability as a place where people want to live, work and play. With an eye toward future generations, we worry about how our individual communities will survive, often forgetting how communities within our region are tied together economically, socially and environmentally. We must work together if we are to survive individually, and the plan will set forth strategies by which we can cooperate to our mutual benefit.

We expect the *South Central Kansas Regional Plan for Sustainable Development* to contain strategies to promote the long-term viability of our economy with a key focus on job creation and retention. We will know the plan has succeeded when employment and household income growth in the region remains constant and relatively stable over the long-term. It will be deemed a success when the unemployment rate within the region varies no more than the national rate through business cycles.

We expect the plan to address how to make it possible for everyone to have access to affordable quality housing in a livable neighborhood from which they can afford to reach their place of employment. There are common strategies that jurisdictions within the region can adopt that will promote this end.

The plan must acknowledge the strong regional preference to travel in one's own personal vehicle. Key regional strategies would be to assure that the level of congestion on the transportation system grows no faster than the rate of population and employment growth within the region. Among these would be to offer safe, cost-effective alternative transportation modes to those who may want or need other options. In addition, the plan would be an impetus for us to better coordinate transportation planning within the region in order to optimize available local, state and federal funding resources.

The plan must address a number of significant environment challenges that the region will face in the years ahead in order to maintain its economic competitiveness and livability. The region may be given a non-attainment designation for ozone in the next several years and will have to successfully implement an Air Quality Mitigation Plan for ozone in order to regain attainment status. This occurrence will necessitate significant new regional cooperation, particularly in transportation planning. The region will

also have to resolve long-term how it will provide adequate water supply to its industry and citizens and distribute that water in a cost-effective manner. Critical to the success of any environmental strategy within our region will be to achieve an appropriate balance among rural and urban interests in accessing environmental assets.

Underlying all the plan's strategies are a concern with how the built environment affects the health of the region's citizens. Community health is critical to the sustainability of any region and strategies regarding how the community is designed and built will be central to the plan. The plan will have succeeded when the design of healthy communities becomes the design standard for the built environment in all our jurisdictions and when the health of the community improves as measured by several key indices.

Plan Process. Creation of the *South Central Kansas Regional Plan for Sustainable Development* will be transformational for our region. Because we anticipate that its development will be a complex, adaptive process, we are scheduling the work over the allowed 36 months.

We anticipate considerable debate from stakeholders about what "sustainable development" means for the region. Achieving meaningful consensus will involve:

- 1) Correctly diagnosing our situation (Phase 1: Project Initiation, Existing Conditions Analysis [10 months]);
- 2) Engaging stakeholders in creating a shared vision (Phase 2: Alternative Regional Sustainability Scenarios & Vision [9 months]);
- 3) Developing shared goals, objectives and action strategies (Phase 3: Livability Elements of the Regional Sustainability Plan [11 months]); and
- 4) Reaching consensus (Phase 4: Alternative Regional Sustainability Scenarios & Vision [6 months]).

In order to accomplish this task, the Consortium anticipates hiring a qualified project director to manage a multi-disciplinary consulting team. Necessary skill sets for the project director and consulting team will include experience in community engagement processes, public awareness campaigns and consensus building, as well as a clear understanding of the program's purpose. Their work will be overseen by a Leadership Team consisting of Consortium members and will be supplemented by the participation of Consortium members in a committee structure focused on critical strategy areas.

With completion of the plan, REAP will create a Regional Sustainability Council to oversee plan implementation and to continue community education and outreach efforts. Each Consortium member will be asked to adopt the *South Central Kansas Regional Plan for Sustainable Development* and to commit to its implementation through the amendment of existing plans and policies, as appropriate.

Agenda Item III (2)
Nonattainment Designation Update

Nonattainment Designation Will Affect REAP Members

On October 5th, 2010, Michael Jay, Environmental Protection Agency (EPA) representative; Tom Gross, Kansas Department of Health and Environment’s Bureau of Air; and Carolyn McGinn, 31st District Senator and Chair of the Natural Resources Committee, addressed Wichita City Council Sedgwick County Board of Commissioners about the region’s air quality.

The EPA evaluates National Ambient Air Quality Standards (NAAQS) every 5 years. On October 31st, EPA will sign their final rule for the new NAAQS. The new standard for ozone will likely be set at 60-70 parts per million, which will designate nonattainment status for the Wichita Metropolitan Statistic Area (MSA). With this designation, the Wichita MSA must adhere to a State Implementation Plan (SIP).

By default, the EPA uses the MSA boundaries to determine where nonattainment status is, but the state of Kansas can use an 11 criteria process to recommend designating a different boundary. Factors may include air quality monitor readings, emissions data, population density, traffic and commuting factors, growth rates, meteorology, topography, and jurisdictional boundaries.

When the Wichita MSA is determined nonattainment, monitors will likely be added in Hutchinson (Reno County) and El Dorado (Butler County). These monitors may contribute to determining the nonattainment boundaries. The general timeline from the final rule until the achievable attainment date is below:

EPA Expected Timeline for Nonattainment Designation	
Milestones	Date
EPA Finalizes Rule for Ozone Standards	October 31, 2010
Governor Recommends Ozone Nonattainment Areas to EPA	March 2011
EPA Makes Final Area Designation	September 2011
Final Designation Become Effective	October 2011
Highway Conformity Analysis Required	October 2012
Attainment State Implementation Plans (SIP) Due to EPA	February 2014
Attainment Date	2014-2031

The economic consequences of nonattainment affect the region. The SIP will outline enforceable emission reduction strategies for implementation, require upgrading local emission inventory equipment (monitoring). Communities must also conduct “Transportation Conformity,” which requires all transportation projects to demonstrate they will not contribute negatively to regional air quality.

Agenda Item III (3) **City-to-City Recap**

Lessons from Louisville

More than 50 business, academic, civic and government leaders participated in a four-day Visioneering Wichita city-to-city visit to Louisville, Ky, October 10-13. The focus of the trip was to examine how Louisville undertook an effort to revitalize its downtown and economy through public and private initiatives.

REAP and local government was represented by REAP Chair Mayor Kristey Williams of Augusta, Sedgwick County Commissioner Tim Norton, Council Member Janet Miller of Wichita; Ron Holt and Kristi Zukovich, Sedgwick County; and REAP CEO Joe Yager. Several REAP partners also attended, including Keith Lawing, WA; Anne Corrison, WA; Jeremy Hill, CEDBR; Vicki Pratt Gerbino, GWEDC; and Andy Schlapp, WSU.

The following are a few observations from the trip:

- This was the sixth city-to-city trip, and unlike the previous trips, this one shifted the discussion from evaluating and planning to **action** and **implementation**.
- The Louisville area (13 counties in two states) has focused its efforts on generating a **livable community** that serves as a center to attract people and businesses. Although the City and County consolidated in the early 2000s, there are numerous surrounding cities that maintain their own identity. The connection with Indiana is also interesting due to the differences in State laws and approaches to economic development, but the state line is largely ignored when looking at attracting businesses.
- The **main themes** throughout the trip were: *Be patient. Develop a plan and follow it through. Get private industry involved as much and as often as you can.*
- Louisville Mayor Jerry Abramson noted that downtown revitalization takes a lot of time, requires a long-term strategic plan and the cooperation of private industry.
- A strong message of the importance of partnerships, relationships with business and industry. The Mayor noted that the city was somewhat complacent when it came to tackling projects important to growth and had to develop a **can-do attitude** to become a busy, active hub. By focusing on the City core and revitalizing downtown with a plan that included the business community support and sticking to that plan was necessary because it took more than a decade to show signs of life. *In addition, revitalizing downtown wasn't undertaken solely for the sake of benefiting the city's core. The effort — as well as one to redevelop the riverbank along the Ohio River and create a system of parks and recreational areas — was more about economic development.*
- **Quality of life** has become an increasingly significant factor when recruiting companies to relocate to Louisville. The Mayor noted: "What I now find in the economic development field is that decision makers ask me about the parks. Decision makers ask me about the opera and the ballet. Decision makers ask me about the neighborhoods."
- According to Greater Louisville (metro area's chamber of commerce) CEO Joe Reagan discussed tackling problems from a **regional**, rather than a Louisville-centric, **perspective**. He noted that the challenges before their region are stronger than any one community can solve. He also said the region has been successful in convincing 14 companies to relocate their headquarters to the Louisville area since 2005.

- **Residential development** has come along slowly but steadily. About 2,200 residential units have been created in the city's downtown since the effort began.
- Dan Jones, chairman and CEO of 21st Century Parks, discussed the development of nearly 4,000 new acres of parkland on the edge of Jefferson County. He noted that the project has a capital budget of \$113 million, \$103 million of which his nonprofit group has raised. He said \$60 million of the total will come from private sources. His focus was that the **park land** is a key part of the area's **economic development**. He said "At the end of the day this is all about making Louisville a great place to live and work."
- Louisville has made enormous **investments in quality of life** through parks, recreation, and entertainment in an effort to differentiate itself from competition. *Several speakers noted that there is no difference between the cities in the Mid-West when it comes to what they have to offer naturally, the only difference comes from the investment of the communities to create an environment worth living and working in.*

The following are a few outcomes from the trip:

- The idea of some regular but informal gathering of city, county, downtown development and chamber officials to help shepherd along implementation of the plan was discussed.
- In addition, it was suggested that as the redevelopment of downtown Wichita occurs, it will be important to continue talking about the progress of the master plan and the process, because a lot of time could go by in which it appears nothing is being done.
- Some in the group also reminded others that when it comes to discussing Wichita's downtown and economic development that the broader metropolitan area needs to be included. "It needs to be a regional effort," said Kori Gregg, special assistant to the president of Butler Community College. "Every time we go on these trips (the efforts of the cities Visioneering examines) are very regional focused. I think we need to build that synergy out amongst the outlying areas."
- An added benefit of the trip is that it served as an opportunity to spend high-quality time with community and business leaders that may not know of our efforts and continues to build partnerships for building a stronger region.



REAP Economic Development Committee 2010 Work Plan

Adopted December 14, 2009

Economic Development Committee Work

- Perform duties as Chief Elected Officials Board under the Workforce Investment Act of 1998.
- Monitor progress of economic development initiatives, specifically:
 - Continued funding of Kansas Affordable Airfares Program.
 - State action on technical education and workforce issues in terms of assuring local control.
 - Local and regional initiatives to encourage growth and address the demands of future industry requests and skills in emerging markets.
 - Local and regional initiatives in workforce development and technical training in manufacturing.
 - Development of the new Kansas transportation plan.
 - State, local and regional initiatives for development of renewable energy.
 - The creation of a State Economic Development fund for rapid action.
- Monitor the Kansas Bioscience Authority and KansasBio and explore opportunities for expanding bioscience industries in South Central Kansas.
- Determine the need to sponsor a regional economic leadership summit.
- Assure that a comparative analysis of the regional economy is updated and determine a method to disseminate the results of the analysis broadly with organizations concerned with economic development in the region.
- Based on the analysis of the regional economy, identify the strengths and weaknesses and recommend action to address them.
- Identify and support regional economic development projects that qualify for state funding assistance.
- Identify opportunities for the region to take advantage of its geographic location and natural resources to enhance economic development and improve the quality of life in South Central Kansas.
- Develop and implement coordination among local government, state government, businesses and other economic development groups in South Central Kansas.