

2010 Strategic Planning Retreat



November 1, 2010

Sedgwick County Extension Office

Retreat Agenda

8:00 am

Welcoming Remarks

8:05 am

Keynote Address

Mayor Laura McConwell, Mission, KS

8:45 am

Panel Response

Mr. Keith Lawing, Mr. Steve Martens, Mr. John Waltner

9:30 am

Information Exchange

9:45 am

Break

10:00 am

Planning Process

Review of REAP Roles – 10:00 am

Strategy Development – 10:15 am

Prioritization – 11:30 am

Report Out – 11:45 am

11:55 am

Next Steps and Conclusions

Noon

Adjourn

2010 REAP Strategic Planning Retreat

**Welcoming
Remarks**

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Mayor Laura McConwell

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Panel Response

Keith Lawing

Steve Martens

John Waltner

REAP Mission Statement

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



Information Exchange

- Process Review
- Common Findings from Interviews and Focus Groups
- Annual Survey Results
- REAP Organizational Chart
- Comparative Analysis of Other Communities
- Upcoming Issues of Importance

REAP Strategic Planning Process

**How we did we
get here?**

Strategic Planning Purpose

REAP is holding a strategic planning session designed to engage REAP members and stakeholders in discussion on the **future direction and sustainability** of REAP over the **next three to five years**. With changes in REAP leadership, current and anticipated requests from other organizations, and the economic environment, a strategic planning process will **reinforce** the **value** of the REAP organization, **strengthen commitment** to the REAP mission and **set forth a framework** for the direction of the REAP organization.

Strategic Planning Information Gathering

Key Partner Interviews

Staff convened individual interviews with key partners and stakeholders (GWEDC, SCKEDD, WA, WAMPO, WSU, Regional ED Partners group, etc.) to identify critical issues for the REAP organization and help develop potential scenarios.

Focus Groups

Staff utilized the July Executive Committee meeting to convene the initial focus group to examine findings from the key partner interviews. In addition, at the beginning of October, staff held strategic planning focus groups with former REAP leaders and city and county managers to help identify REAP's strengths, determine current and future challenges, and help define its role and purpose for the region.

Annual Survey

Staff utilized the annual survey to collect data from the membership at large on current operations and to help direct Committees in formulating the 2011 Work Plan.

Initial Findings

Strengths

- Building relationships across jurisdictions, organizations, and agencies
- Convening discussions on issues of regional concern
- Flexibility for inclusion of partners on a variety of issues
- Working together and building consensus on common goals
- Providing opportunities for interaction amongst members
- Creating a voice on legislative issues for the region
- Connection with Wichita State University

Initial Findings

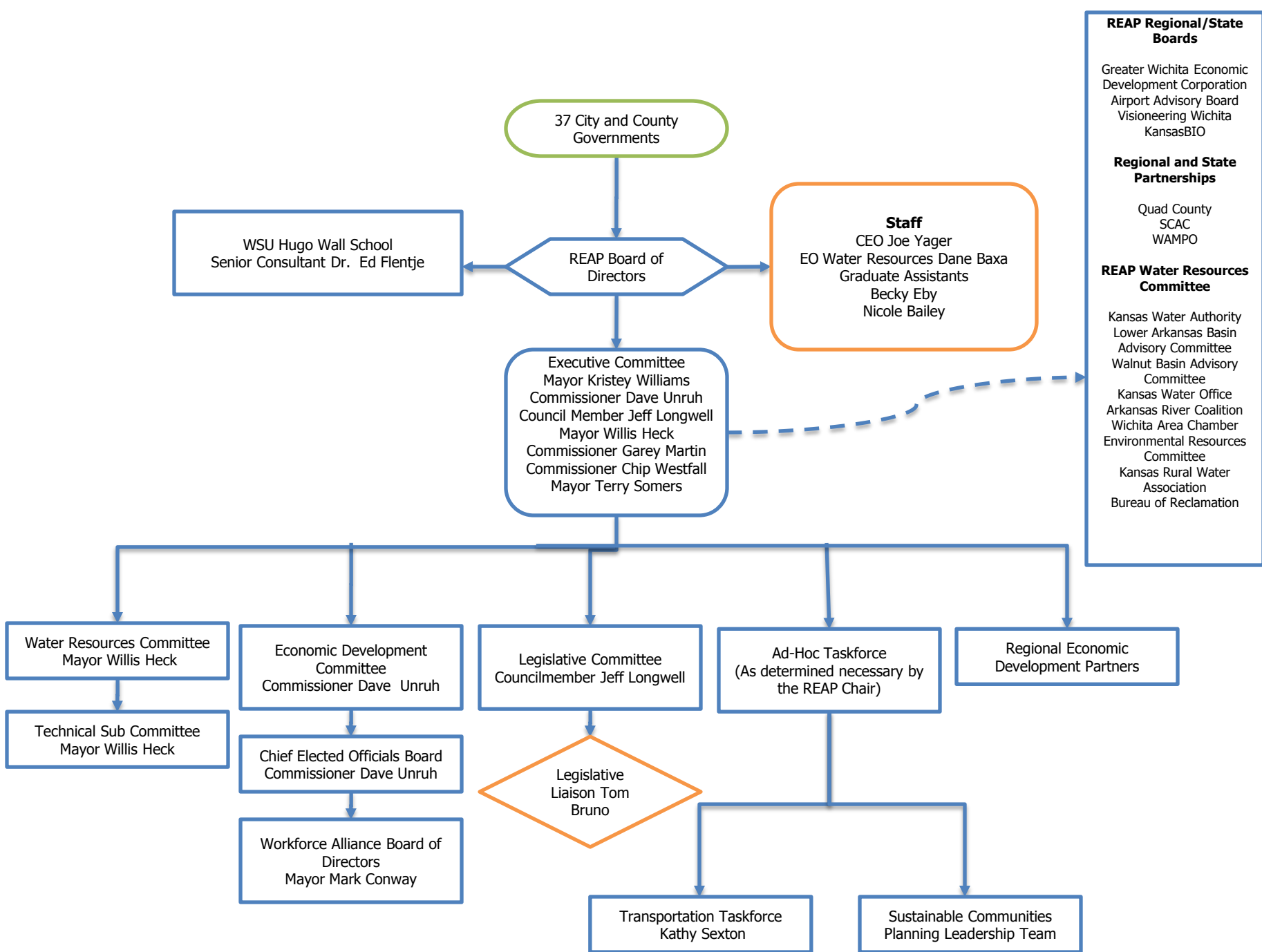
Challenges

- Defining a formal authority or purpose
- Addressing “un-discussable” issues
- Communicating and outreach
- Limited resources and staffing
- Ongoing leadership with election cycles
- Reactive versus proactive
- Involvement of professional staff
- Regional boundaries and identity
- Addressing upcoming regional issues (transportation, air, etc.)

Initial Findings

Roles

- Providing a **regional voice** to support fundamental economic development
- **Educating stakeholders** on topics of economic interest to our region
- **Guiding** state and national **policy** issues that impact economic development for our region
- **Supporting regional** planning **efforts** on issues impacting economic development
- Being **proactive in identifying** emerging issues **and encouraging** dialogue



Comparative Analysis of Other Communities

- **Definition:** A regional council is a multi-service entity with state and/or locally-defined boundaries that delivers a variety of federal, state and local programs while continuing its function as a planning organization, technical assistance provider and “visionary” to its member local governments. As such, they are accountable to local units of government and effective partners for state and federal governments.
- Regional councils are stable, broad-based organizations adept at consensus-building, creating partnerships, providing services, problem solving and fiscal management.

General CoG Characteristics

- Comprehensive programs
- Diversified, yet networked memberships
- Board of Directors that serves as the governing body
- Most meet quarterly, and many hold an annual meeting
- Elected Board Officers and an Executive Committee
- Utilization of committees, taskforces, or ongoing roundtables
- Board members serve on various committees and also include technical staff
- Variety of funding sources from the local, state and federal levels
- Local revenues usually make up less than 25% of total revenues
- Professional staff

Upcoming Issues for REAP to Consider

- Maintaining and expanding low-cost commercial **air service** in the region.
- Coordination of **water resources** and better long-term regional water planning.
- Potential changes to the Wichita MSA boundaries from the **2010 Census**.
- Ongoing issues regarding **workforce development**.
- Regional **transportation** planning.
- Air Quality and status of **Non-attainment** with impacts to the Wichita MSA and region.
- Other regional planning efforts, including efforts of **sustainable growth**.

Next REAP Meeting:
Monday, December 13, 2010
National Center for Aviation Training

