



**Legislative Committee
Meeting Agenda
12:00 NOON, February 23, 2011**
Workforce Alliance Administrative Offices
Council Member Jeff Longwell, Chairman

1. **Welcome, Introductions, and Announcements:** *Council Member Jeff Longwell*
2. **Approval of Minutes from January 28, 2011:** *Council Member Jeff Longwell*
Recommended Action: *Approve or modify minutes as needed.*
3. **Kansas Affordable Airfares Update:** *Mayor Kristey Williams*
An update on recent developments and REAP's role in lobbying efforts will be provided.
4. **Identification of Work Plan for 2011:** *Council Member Jeff Longwell*
The Committee will utilize the discussions on the 2010 work plan, survey results, and strategic planning roles and objectives to develop activities for the 2011 work plan.

Recommended Action: *Forward a proposed work plan to the Executive Committee for consideration.*
5. **REAP Meeting – Legislative Engagement Theme Discussion:** *Mayor Kristey Williams*
In an effort to increase participation and dialogue at full REAP Board meetings, the Legislative Committee has been asked to help develop the meeting format for the March 14 meeting.
6. **Membership Engagement Proposal:** *Mr. Joe Yager*
Staff was directed to produce a draft membership engagement presentation schedule. An example will be provided.
7. **Upcoming Events:** *Council Member Jeff Longwell*
 - a. **Meeting With South West Kansas Legislators**
Members of REAP have been invited to meet with several south west Kansas legislators, chamber executives, and the Secretary of Commerce on Thursday, February 24 at noon to discuss regionalism.
 - b. **Meeting With Governor**
Members of REAP will meet with Governor Brownback on Thursday, February 24 at 2 PM to follow-up on the audit findings.
 - c. **Commerce Subcommittee Meeting**
REAP is scheduled to testify in front of the Senate Commerce subcommittee, Chaired by Senator Mark Taddiken, R-Clifton, on Thursday, March 3 at noon.
 - d. **2011 Legislative Committee Meeting Schedule**
The next meeting is scheduled for March 25, 2011.
8. **Unscheduled Topics:** *Committee Members*
9. **Adjourn**

The next REAP Legislative Committee meeting will be at Noon on March 25, 2011.

Legislative Committee
Meeting Minutes – January 28, 2011
Workforce Alliance Administrative Offices
Council Member Jeff Longwell, Chair

1. Welcome and Introductions.

Council Member Jeff Longwell, City of Wichita, opened the meeting; members, staff, and guests introduced themselves.

2. Review of Minutes from the October 22, 2010 REAP Legislative Committee Meeting

Mayor Kristey Williams, Augusta, moved (Mr. Lunda Asmani, City of Newton) to approve the minutes. The motion passed unanimously.

3. REAP 2011 Legislative Priorities Report

a. Legislative Liaison Report

Mr. Tom Bruno, REAP Legislative Liaison, provided the committee with an update on 2011 legislative priorities. Mr. Bruno's report in its entirety is available on the REAP website at www.reap-ks.org.

b. Kansas Affordable Airfares Update

Mayor Williams provided an update on the Kansas Affordable Airfares Post Audit noting that REAP has provided its official response to the findings as has Wichita State University, however, the findings are still confidential. The findings will be released February 9th at the Legislative Post Audit Committee, at which time, REAP will be required to respond with official testimony.

Mr. Joe Yager, Chief Executive Officer for REAP, passed out the KAAP palm card and talking points. Mr. Yager then answered clarifying questions regarding the utilization of the palm cards and talking points.

Mr. Yager also commented that Representative Reynaldo Mesa, KS House Representative Dist. 124, has contacted REAP regarding creating a "REAP-like" organization in south western Kansas. Representative Mesa has organized a meeting for community leaders and elected officials from south western Kansas in Topeka. Mayor Williams will attend this meeting and discuss REAP's strategies for engaging the south central Kansas delegation in important regional issues such as KAAP.

4. Legislative Engagement Discussion

Council Member Longwell reviewed the 2011 Legislative Priorities Fast Facts noting that the committee should encourage REAP members to use the document as a resource when they visit with legislators. Committee members suggested that staff revise the "fast facts" sheet to include talking points on the local area's financial contribution to KAAP and to note how the KAAP benefits the entire State of Kansas. The committee then discussed further additions to the Legislative Priorities Fast Facts such as highlighting the region's current endeavors in workforce development (NCAT) and aviation research (NIAR).

5. Identification of Work Plan for 2011

The LC continued its work on the 2011 Work Plan. Discussion topics included the role and function of the committee and the engagement of the broader REAP board in the action steps listed in the work plan. The committee agreed to review the draft work plan and send comments and revisions to Mr. Yager. The committee is scheduled to endorse a work plan at the February LC meeting.

6. Membership Discussion

Council Member Longwell encouraged committee members to keep in mind new member recruitment and the REAP organizational structure as they review items on the 2011 Work Plan. Committee members requested that staff send out an e-mail detailing LC roles and functions.

7. Upcoming Events

Council Member Longwell announced several upcoming events which REAP members are encouraged to attend including City Hall Day at the Capitol and a potential REAP Day at the Capitol. Council Member Longwell also noted that the next Legislative Committee has been rescheduled to Wednesday, February 23rd. The meeting will be held at Workforce Alliance as usual.

8. Unscheduled Topics

Mr. Yager noted that a special “day on the hill” version of the Hawver’s Capitol Report has been included on page 7 of the agenda packet, committee members were encouraged to review the document and let staff know if there are any questions.

9. Adjourn

Having no other business the meeting was adjourned.

REAP Legislative Committee	
<i>Attendance</i>	
1/28/2011	
<i>Name</i>	<i>Jurisdiction</i>
Council Member Jeff Longwell, Chair	City of Wichita
Mayor Kristey Williams	City of Augusta
Ms. Stephanie Knebel	City of Derby
Mr. Lunda Asmani	City of Newton
Mr. Dale Goter*	City of Wichita
*Ex-Officio	
<i>Guests and Staff</i>	
Mr. Tom Bruno (Via Phone)	Bruno & Associates
Dr. Ed Flentje	WSU
Mr. Joe Yager	WSU
Ms. Nicole Bailey	WSU

Item

Kansas Affordable Airfares Update

Background

REAP's top legislative priority for 2011 supports maintaining the Kansas Affordable Airfares Program to assure more flight options, more competition for air travel, and affordable airfares for Kansas. The program has been included in the Governor's base budget for Fiscal Year 2012, however, with the recent audit findings and on-going budget worries with the legislature the program will need specific attention to maintain funding moving forward.

Partnering Stakeholders Summary Plans

At the REAP Board Meeting on February 14, 2011 there was the suggestion to request that the partnering stakeholders for the Kansas Affordable Airfares Program (Wichita Chamber of Commerce, Sedgwick County, City of Wichita and REAP) meet to discuss strategy for the current session of the Kansas legislature. Following the REAP meeting, several partners (including REAP) secured a meeting that occurred on Friday, February 18, 2011. The attached summary provides an update on the plans as determined at that meeting.

Membership Request

One of the items included in the plan for continued funding of airfares is that REAP will coordinate membership participation and support, including request for regional business letters of support from our member cities and counties, as well as others who may be willing to support this initiative.

The following is a sample request to REAP members and partners that has been developed by staff for the Committee to review:

REAP Members and Partners:

As many of you are aware there have been multiple attempts to discredit and end the Kansas Affordable Airfares Program. However, REAP has maintained that this initiative is the number one REAP legislative priority because it is working. Therefore, as REAP Chair, I am asking for our communities to help by doing the following:

- 1) Please help us by identifying 2-4 businesses in your community who would be willing to write letters of support for continued funding of the affordable airfares program. These letters would need to address why the business supports this initiative and why they think it is important for their business or community. We would ask that these letters be sent to the individual legislators that represent that businesses location and we have also included a document that lists who else these letters should be addressed to, as well as some background information on the program that you may provide to these willing business partners.*

- 2) *We ask that each REAP Member and Partner personally engage the legislators through a couple of methods: 1) personal contact with local legislators utilizing the talking points we have included with this message and 2) resolutions and letters of support (we have also provided a sample resolution that could be used). We ask that these resolutions and letters be forwarded to the same individuals identified in the document provided to the businesses above.*
- 3) *We also ask that members and partners provide staff and/or me feedback on the contact and of any desired follow-up that may be required.*

Thank you for your support on this critical legislative issue to our region and our state.

An additional request would be developed for some of the communities outside of our region who supported the airfares initiative in 2006, such as Great Bend. This request would use the same information but we would personalize the message depending on the community or organization.

Additional Materials

Attached please find the most recent Affordable Airfares Palm Card and Talking Points.

Legislative Committee Request

The Legislative Committee is requested to discuss the material and provide direction for membership contact.

KANSAS AFFORDABLE AIRFARES PROGRAM Promotion Summary of Legislative Plan – 2/20/2011

Partnering Stakeholders: Wichita Chamber of Commerce, Sedgwick County, City of Wichita and REAP

1. Promotion of the KAAP provided by all stakeholders, each with specific roles.
 - a. LEAD Topeka Representative: Tom Bruno, REAP Legislative Liaison
 - i. Bruno will be responsible for Senate
 - ii. Jason Watkins, Chamber, and Dale Goter, Wichita, will focus on the House
 - iii. Bruno will coordinate communication weekly between legislative liaisons and Zukovich
 - b. LEAD Local Representative: Kristi Zukovich, Sedgwick County Communications Director
 - i. Zukovich will provide weekly updates to area partners
2. A complete written plan for the promotion of KAAP has been produced and supplied to key individuals working within the process.
3. Promotion of the KAAP through business support
 - a. The Chamber has commissioned Bothner and Bradley to solicit business letters of support and to identify business leaders willing to provide support testimony at key legislative committee meetings
 - b. REAP will coordinate membership participation and support, including request for regional business letters of support from our 37 cities and counties
4. Consistent communication with our legislators and sharing of contacts with all partners:
 - ***KAAP Contacts*** made by Williams, Bruno, Goter (Feb. 17, 2011)
 - *New KAAP palm card provided to lobbyists*
 - *Scheduled meeting with Senator Carolyn McGinn*
 - *Additional discussions with Sen. Bruce, Sen. Emler, Rep. Mark Rhodes, Sen. Taddiken (with request for sub-committee commerce appearance), Rep. Feuerborn, and Sen. Huntington*
5. *Upcoming Meetings*
 - a. REAP representatives meet with Gov. Brownback – Feb. 24
 - b. REAP representatives meet with SW Delegation, including Rep. Mesa and Sec. of Commerce Pat George, to discuss forming a regional organization similar to REAP and to promote a working relationship between SC and SW Kansas on matters of economic importance to both regions – including support for KAAP – Feb. 24
 - c. Public comment provided by REAP and business representatives at the Commerce Sub-Committee – March 3, noon

Talking Points for Kansas Affordable Airfares Program

Affordable Airfares helps provide more air flight options, more competition for air travel and affordable airfares for all Kansans.

- Affordable Airfares program **is** working
- Keeps **businesses and jobs** in Kansas
- Provides **lower fares** for ALL Kansans
- Offers **more flights** to both east and west coasts
- Encourages **increased** travel and tourism
- Affords a **competitive environment** to attract new businesses
- Critical component in economic development for company recruitment
- Overall fares are down 24% since 2000
- Air fares are now **lower than** Tulsa and Oklahoma City
- Realized \$62.1 million in reduced airfare savings in 2009 with nearly \$500 million saved since 2002
- Positive return on investment for public dollars
- Growing Kansas – with nearly \$500 million saved through affordable airfares since 2002, more money stays in Kansas
- Mid-Continent Airport is the largest Airport in Kansas
- Passenger traffic is up 23% from 2000 traffic levels
- Served more than 1.5 million annual passengers in 2006, 2008 and 2010
- More than 58% of users were from Kansas counties other than Sedgwick and 5% came from out-of-state
- 75% of counties in Kansas use Mid-Continent Airport
- More Kansans are using the airport and fewer are going out of state
- Before low-fare carriers were available, fares at Mid-Continent were the 10th highest in the U.S. and 116% higher on average than those in Kansas City to the top seven non-stop markets

If we didn't have low-fare carriers:

- Travel costs for both business and leisure travelers would increase
- Missouri and Oklahoma reap the financial benefits, as travelers take millions in dollars in travel and tax revenue with them to other states
- Air fares would skyrocket with carriers still in the market raising fares as low-fare competition is gone
- We would lose approximately 3000 jobs

Southwest Airlines Questions

- Affordable Airfares is NOT tied to SWA at all
- How does Affordable Airfares affect SWA?
 - Essential to keep Air Tran at Mid-Continent through the merger of SWA
 - Affordable Airfares does not guarantee SWA will happen but creates the opportunity for SWA to be in Kansas
 - Our goal is to continue to provide affordable air service to Kansans and work with air carriers who provide us affordable airfares and flight options

What about the post audit report?

- Affordable airfares meets the criteria of program by providing more air flight options, more competition for air travel and affordable airfares for all Kansans
- Although there was a discrepancy in value, Affordable Airfares provides a positive return on investment

New Terminal Questions

- Affordable Airfares is NOT tied to the new terminal at all

Draft of the REAP Legislative Committee (LC) 2011 Work Plan

REAP Mission: *To guide state and national actions that affect economic development in the region, and to adopt joint actions among member governments that enhance the regional economy.*

Legislative Committee Purpose: *Identify legislative issues of regional concern and recommend legislative action at the state or federal level to REAP. In particular the LC monitors the progress on the annual legislative priorities and since 2000 has provided guidance to the legislative liaison as issues arise. The LC also develops and recommends legislative priorities to REAP for the following year.*

- 1) **Provide a unified voice** to promote regional economic development.
 - a) Collaborate with private, non-profit, and public sector stakeholders on regional economic issues.
 - i) Expand the composition of the Legislative Committee to include representation from various industries and groups.
 - ii) Evaluate methods to engage the business community through increased participation and communication.
 - b) Strengthen relationships with existing partners.
 - i) Evaluate REAP representation on WAMPO.
 - c) Encourage dialogue on regional economic development.
 - i) Evaluate process for determining legislative priorities to increase participation.
 - d) Instill regional identity through coordinated branding.

- 2) **Guide state and national policies** that impact regional economic development.
 - a) Engage local leadership to represent the region at the state and national level.
 - i) Identify and make REAP members aware of legislative issues of significance to South Central Kansas and promote engagement.
 - ii) Develop and implement ongoing communication procedures between REAP and area legislators.
 - iii) Coordinate local leadership, including public and private sectors, when appropriate and on an as needed basis to engage in the state legislative process on REAP supported issues.
 - iv) Coordinate with member jurisdictions to encourage promotion of issues with Congressional delegation.
 - v) Develop a local government's guide to lobbying.
 - b) Develop relationships with state and federal governmental officials.
 - i) Invite state and national legislators to attend REAP meetings and events.
 - ii) Invite officials from the local offices of the Governor and Congressional delegation to participate with the Committee.
 - c) Establish a process to identify policies affecting specific industries.
 - d) Coordinate a unified agenda for regional economic development.
 - i) Create a process for legislative agenda items to be submitted and selected for REAP's priorities.

- 3) **Engage stakeholders** on issues shaping our regional economy.
 - a) Provide regional forums that connect REAP membership with private, non-profit, and public sector stakeholders.
 - i) Conduct an annual regional legislative policy summit that includes relevant speakers and topics.

- ii) Coordinate and sponsor issue specific forum by fall 2011.
 - b) Conduct outreach on the purpose and accomplishments of REAP.
 - i) Develop and schedule on-going community visitations to provide updates to councils and commissions on the purpose, goals, and status of REAP.
 - c) Involve REAP membership in educational opportunities.
- 4) **Support inter-jurisdictional planning** on issues affecting economic development.
 - a) Promote the benefits of a sustainable regional economy.
 - i) Coordinate local activities when appropriate to engage citizens in the process of sustainability planning.
 - b) Determine REAP's role in regional planning.
 - i) Initiate activities to engage REAP in regional transportation planning.
 - c) Engage professional staff in multiple jurisdictions for sustainable planning.
- 5) **Lead the region** in addressing future economic needs.
 - a) Create a vision for regional economic development through REAP.
 - i) Develop an ongoing branding/marketing strategy.
 - ii) Develop a communication plan with media contacts to disseminate information.
 - b) Determine the organizational capacity to support the future structure and needs of REAP.
 - i) Monitor progress on legislative priorities for 2011 and give guidance to legislative liaison as issues arise.
 - ii) Recommend legislative priorities to REAP for the 2012 legislative session.
 - c) Be proactive in identifying and discussing emerging issues.
 - i) Identify speakers to provide information on emerging issues.
 - ii) Monitor and report issues of regional concern from attending conferences, organization meetings, and visiting with member communities.

Item

REAP Meeting – Legislative Engagement Theme Discussion

Background

In an effort to increase participation and dialogue at full REAP Board meetings, REAP Chair, Mayor Kristey Williams (Augusta) has initiated theme-based meetings. Each of these meeting topics will be determined by the REAP Chair in consultation with the REAP Executive Committee.

In addition, the REAP Chair has asked that each Committee work to help develop the meeting that their committee most aligns with.

For the March 14 REAP Board meeting the theme chosen was “Legislative Engagement” and the Legislative Committee has been asked to help develop the meeting format.

Proposed Focus Areas

The meeting would focus on three areas to help educate and empower members for Legislative Engagement.

- 1) *REAP Process* – Although this would not be a major portion of the discussion, it would provide a brief synopsis of the methods used historically by REAP to create the legislative agenda.
- 2) *Review of 2011 REAP Legislative Priorities* – This would entail providing a handout of the seven (7) legislative priorities that included language of a brief description from the lead organization for the priority on why the issue is important and reason it deserves funding or attention.
- 3) *Membership/Community Engagement/Participation* – This would focus on the aspect of how communities can get engaged in the process and also on the idea of “how is the approach REAP provides relevant to my community?”

Legislative Committee Request

The Legislative Committee is requested to discuss the potential format and desired outcomes of the Legislative Engagement theme as presented.

Item

REAP Membership Engagement Proposal

Background

One of the items identified in the REAP Strategic Plan is to engage stakeholders by conducting outreach on the purpose and accomplishment of REAP. The Legislative Committee has identified an action step of scheduling on-going community visitations to provide updates to councils and commissions on the purpose, goals, and status of REAP.

Engagement Proposal

At the request of the Committee staff has compiled a draft proposal to institute an on-going outreach plan where REAP representatives would visit 2-3 communities, members or potential members, per month to update councils and commissions on the purpose, priorities, and progress of REAP. These representatives would also take questions concerning REAP. Staff would coordinate and schedule the meetings as well as all necessary materials. A draft of possible dates and locations will be provided.

Legislative Committee Request

The Legislative Committee is requested to discuss the draft outreach plan and provide direction.