



**Economic Development Committee
Meeting Agenda
Noon, April 28, 2010**
Workforce Alliance Administrative Offices
Commissioner Dave Unruh, Chairman

I. Welcome and Introductions: Commissioner Dave Unruh

II. Review of Minutes from the March 25, 2010 REAP EDC Meetings: Commissioner Dave Unruh

Recommended Action: Approve or modify minutes as needed.

III. REAP Regional Economic Development Strategic Focusing: Dr. John Wong

The EDC identified in the 2010 work plan the priority of use of a comparative analysis of the regional economy to identify the strengths and weaknesses and recommend action to address them. The following will be an ongoing presentation and analysis at each regularly scheduled EDC meeting.

General Overview: This section covers the employment, income, earnings, and wages on a very general basis to help to understand the historical trends.

April 28 General Economic Condition and Performance Indicators (continued)

IV. REAP Economic Development Committee Business

1. Workforce Alliance Report: Mr. Keith Lawing

- WA Board Strategic Planning Session*
- New Board Coordinator*
- Layoff Report Update*
- Tech Ed Day*

Recommended Action: Take appropriate actions.

V. Other Business

VI. Adjourn

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.

Meeting Minutes – March 25, 2010
Workforce Alliance Administrative Offices
Commissioner Dave Unruh, Chairman

I. Welcome and Introduction

Mayor Kristey Williams, City of Augusta, serving as Chair of REAP called the meeting to order on behalf of Commissioner Dave Unruh, Sedgwick County; members, staff, and guests introduced themselves.

II. Review of Minutes from the February 25, 2009 REAP EDC Meeting

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

III. REAP Regional Economic Development Strategic Focusing

The discussion of the General Economic Condition and Performance Indicators section continued with EDC members reflecting on the meaning and significance of the material presented on February 25th. Members also had a healthy discussion on the region's history of economic development policies and initiatives. Information was provided to members on page five of the agenda packet.

IV. REAP Economic Development Committee Business

1. National Association of Workforce Boards Annual Forum Review

Mr. Joe Yager, REAP Chief Executive Officer attended the National Association of Workforce Boards Annual Conference in Washington, DC and provided EDC members with an overview of the conference.

2. Butler Workforce Center Lease

Mr. Chad Pettera, Workforce Alliance, noted that the current lease of the Butler Workforce was set to expire at the end of June and that WA had the option of approving a one year extension. It was noted that full lease information could be found on page six of the agenda packet. He noted that the terms of the lease would be the same, that the center was in a good location and that the WA board had already approved the extension. Council Member Nick Ard moved (Mayor Terry Somers, Mount Hope) to approve the agreement as presented and authorize the Executive Director to sign pending final legal review. The motion passed unanimously.

3. Workforce Alliance Report

Mr. Pettera also provided members with the Workforce Alliance Report. It was noted that a full report could be found on pages 7-13 of the agenda packet. He noted that there is a board planning forum scheduled for April 8th during lunch. He also noted that the previously planned Technical Education Day was being revamped due to the early adjournment of the legislature. He noted that area business leaders and WA representatives would still be traveling to Topeka on March 31st to provide comments on the importance of technical education. Mr. Pettera also stated that the Summer Youth Employment Program planning was already underway and that the WA was seeking job opportunities from counties within the region. He noted that the program would focus on 16-24 year olds this year but that anyone 14-24 could apply for the program. Finally he noted that Ms. Amanda Duncan had been charged with leading the work on the WA National Emergency Grant.

V. Other Business

Due to a conflict on April 29th the Next EDC meeting was moved to Wednesday April 24th, at noon, at the WA.

Meeting Minutes – March 25, 2010

VI. Adjourn

Having no other business the Committee adjourned. All reports were received and filed by consensus.

Local Area IV Chief Elected Officials Business

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| REAP Economic Development Committee | |
|-------------------------------------|---------------------|
| <i>Attendance</i> | |
| 3/25/10 | |
| <i>Name</i> | <i>Jurisdiction</i> |
| *Commission Dave Unruh, Chair | Sedgwick County |
| *Mayor Kristey Williams | City of Augusta |
| Mr. Mark Tallman | City of Kechi |
| Ms. Jane Wallace | Kingman County |
| *Council Member Nick Ard | City of Maize |
| *Mr. Terry Somers | City of Mount Hope |
| *Mayor Carl Brewer | City of Wichita |
| Mr. Allen Bell | City of Wichita |
| *Voting Member CEOB | |
| <i>Guests and Staff</i> | |
| Ms. Vicki Pratt Gerbino | GWEDC |
| Mr. Harland Priddle | K-96 Corridor |
| Ms. Teresa Huffman | Marion County |
| Mr. Lonnie Stevens | SKTC |
| Ms. Irene Hart | Sedgwick County |
| Mr. Chad Pettera | Workforce Alliance |
| Mr. Jeremy Hill | WSU |
| Dr. John Wong | WSU |
| Dr. Ed Flentje | WSU |
| Mr. Joe Yager | WSU |
| Ms. Angela Buzard | WSU |
| Ms. Becky Eby | WSU |

**REGIONAL ECONOMIC AREA PARTNERSHIP (REAP)
ECONOMIC DEVELOPMENT COMMITTEE (EDC)**
General Economic Condition and Performance Indicators
Wednesday, April 28, 2010, Noon

Previous Materials

At the February 25 EDC meeting, the Committee held the first session of the Strategic Focusing, which focused on the General Overview: covering the employment, income, earnings, and wages on a very general basis to help to understand the historical trends. Dr. John Wong, WSU, provided a power-point presentation "[General Economic Condition and Performance Indicators](#)" and asked the Committee to read *Best Performing Cities 2009: Where America's Jobs Are Created and Sustained* by DeVol, Bedroussian, Klowden and Hynek (<http://www.milkeninstitute.org/pdf/bpc2009.pdf>).

March Discussion

At the March 25 meeting, the Committee continued this initial analysis with an open discussion focused on the following:

- 1) Committee members' reflections on the meaning and significance of what was presented last month.
- 2) Development of institutional history of economic development policies and initiatives over the past 30 years.
 - a. What was done when and why.
 - b. What worked, what didn't.
 - c. Why we are exhibiting the trends that we are and what can be done about it.

The following are three items that were identified at the meeting that should be referenced in evaluating the regional economy, these items are also available on the REAP website under the Strategic Focusing page (<http://www.reap-ks.org/focusing.html>):

2009 U.S. Census Bureau Projections

The U.S. Census Bureau has released the [2010 Statistical Abstract](#). The Wichita Business Journal also had an [article that discussed the latest projections](#), which also contained a link to a calculator for comparisons.

Kansas, Inc. Study

Dr. Art Hall, Executive Director of the Center for Applied Economics at the University of Kansas School of Business, has published "[Embracing Dynamism: The Next Phase in Kansas Economic Development Policy](#)" for Kansas, Inc.

The Role of Higher Education in Economic Development

Dr. John Bardo, Chancellor of Western Carolina University, provided a presentation to REAP on the role of Higher Education in Economic Development on December 18, 2008. That presentation can be found at: [Dr. John Bardo: Higher Education and Economic Competitiveness in a Global Economy](#).

In addition, the Committee was asked to consider current state policy regarding economic development, (i.e. tax structure, incentives, etc.) and identify what is good, what is not so good, and what could or should be considered. It was requested that participants provide those to staff for next month's discussion.

April Discussion

At the April 28 meeting, the Committee is asked to conclude this initial analysis with an open discussion focused on the following:

- 1) Committee members' reflections on the meaning and significance of what was discussed last month. (Notes included on the following pages)
- 2) Conclusion of discussion on economic development policies and initiatives.

Additional Research Materials

Additional research that should be referenced in evaluating the regional economy has been identified, in particular is a recent article from the Nelson A. Rockefeller Institute of Government at the University of Albany entitled: **A New Paradigm for Economic Development: "How Higher Education Institutions Are Working to Revitalize Their Regional and State Economies."**

A brief highlight of this study is as follows:

In states across America, higher education institutions and systems are working to become key drivers of economic development and community revitalization. They are:

- Putting their research power to work by developing new ideas that will strengthen the country's competitive edge in the new economy — and then by helping to deploy those innovations into commercial use.
- Providing a wide range of knowledge-focused services to businesses and other employers, including customized job-training programs, hands-on counseling, technical help, and management assistance.
- Embracing a role in the cultural, social, and educational revitalization of their home communities.
- And, most fundamentally, educating people to succeed in the innovation age.

Together, these trends suggest a new paradigm for economic development programs — one that puts higher education at the center of states' efforts to succeed in the knowledge economy.

The full study is available on the REAP website under the Strategic Focusing page (<http://www.reap-ks.org/focusing.html>):

Agenda Item IV (1) **Workforce Alliance Staff Report**

WA Board Strategic Planning Session

The Workforce Alliance held a series of planned strategic planning forums to collect information that will be used at the upcoming Board of Directors Strategic Planning Session on April 29, 2010, from 10:00 am to 3:00 pm at the Wichita Workforce Center. Ms. Marla Fentje from Austin Peters will facilitate the session as the WA develops a new 2-year strategic plan.

New Board Coordinator

On April 20 it was announced that Ms. Kelly Fuller is joining the Staff of the Workforce Alliance as the new Board Coordinator. Ms. Fuller began her duties on the 20th and will be assisting in providing staff support to the Board of Directors and its committees. She will also serve as the contact for the CEOB. Her contact information is Kelly Fuller at kfuller@workforce-ks.com, or call her at 316-771-6613.

Layoff Report Update

Because the number of layoffs have been decreasing and the data is only changing slightly from month to month the Workforce Alliance has decided to publish the basic information to their website rather than send a full report each month. You can find current layoff numbers and unemployment rates at the following link on the WA website: <http://www.workforce-ks.com/Index.aspx?page=15>. Ms. Kimberly Cronister, Communications Coordinator for WA, will be updating this information each month when the State releases the Labor Report.

If you need additional information other than what is listed on the website please do not hesitate to contact Ms. Cronister (kcronister@workforce-ks.com or call (316)771-6606) and she will help you get the information you need.

Tech Ed Day

The Workforce Alliance, in conjunction with the Technical Education Authority of the Kansas Board of Regents, the State Workforce Board and the four other Kansas LWIBs participated in Tech Ed Day in Topeka on March 31, 2010 to call attention to the importance of technical education to economic growth. Although the legislature had adjourned the previous day, the event provided an opportunity for the workforce boards and the Technical Education Authority to have a conversation on the role of education in workforce development.

Recommended Action: Receive and file reports.