



**Visioneering
Unified Legislative Agenda Meeting
November 18, 2005
Meeting Notes**

Attendees: Eric Sexton, Mary Anderson, Sue Ebertowski, John Lay, Keith DeHaven, Juanita Tate, Debbie Hackler, Judy Stroot, Laura Hill, Trish Hutchinson, Trix Niernberger, Shelley Duncan, Annette Singletary, Ann Abel, Bernie Koch, Walter Thiessen, Marsha Carr, Sally Andrews, Charlotte Foster, Roger Douthett, John Stevens, John Waltner, Lyndy Wells, Les Depperschmidt, Keith DeHaven, Kendall Heier

Resource Team: Keith Lawing, Bernie Koch, Scott Schneider, Andy Schlapp, Eric Sexton, John Walter, Perry Schuckman

Next Unified Legislative Agenda Meeting: December 16th 8:30 – 10:30, WSU Hughes Metroplex

Benchmark: *"The Unified Legislative Agenda Alliance will have a unified agenda that advances Visioneering Wichita."*

The Purpose of the Unified Legislative Alliance meeting:

- Review the recommended proposals for the Unified Legislative Alliance and process to this point
- Determine next steps, including how Visioneering can support Legislative proposals

I. Review Recommended Proposals and Process to this Point

Participants reviewed the Legislative Alliance accomplishments to date, including the five recommended proposals.

Legislative Alliance Process to Date

- Identified what makes collaborative efforts successful
- Discussed hopes/concerns for the process
- Developed set of guiding principles
- Recognized the importance of regionalism
- Received 12 proposals submitted to SHN to be considered on unified legislative agenda that were:
 - Specific to south central Kansas
 - Directed toward Job Growth and/or Education
 - Balance individualism with interdependent regional economic needs
- Utilized an evaluation matrix completed by 85 regional citizens (Legislative alliance and Visioneering Steering Committee) to provide direction on those proposals.

Recommended Visioneering Legislative Alliance Proposals

- Maintain and expand low cost commercial air service (same issue proposed by two different entities.)
- Shift current mill levy authority for Adult Basic Education from USD 259 to the Wichita Area Technical College.
- Continue state investments in aviation research at the National Institute for Aviation Research at Wichita State University.
- State funding to cover expansion costs in nursing programs in post-secondary public educational institutions in south central Kansas.
- Support of new system and facility for technical education and training for south central Kansas.

II. How Else can Visioneering Be helpful going forward for this legislative proposals?

Participants brainstormed ways in which Visioneering can be helpful going forward. While they recognized that each of the recommended proposals are unique and require individual attention, several common themes/ideas emerged regarding how Visioneering can support these legislative proposals. Below are common themes, along with specific comments from participants.

1. Create Public Awareness

- Develop and implement a media campaign/public relations plan (at the right time)
- Consider weekly articles in the Wichita Eagle, Business Journal, etc.
- Utilize 'hometown' newspapers and neighborhood newsletters in the MSA
- When publicizing, use basic language (non-jargon)
- Develop a 'one page' description for each proposal that includes why the issue is important to the MSA
- Form a 'media subcommittee' to address these and related media issues
- Develop a formal, consistent 'identification' of Visioneering proposals (Branding?)

2. Connect with Existing Organizations/Groups

- Seek support from city and county leaders across the MSA
- Connect with other groups and organizations (i.e., REAP)

3. Inform Regional Legislators

- Inform new regional legislators (part of campaigns)
- Provide public forums inviting regional legislators
- Inform both Republicans and Democrats
- Individually contact regional legislators as personal touch makes a difference
- Develop and implement phone call and letter writing campaigns
- Speak to District Advisory Boards (DABs)
- Ask regional legislators to help champion the proposals

III. How can we help our regional legislators be successful...

- **What are the things that we could do around these issues?**
- **How can we best communicate (and not confuse them)?**

1. Prepare and Facilitate a Useful Legislative Alliance Meeting on December 16th

- Decide who will take the 'lead' on presenting the proposals
- Invite regional legislators, city and county officials to meeting
- Identify 'fiscal costs' of each issue
- Provide advance notice of meeting (at least a week), including via e-mail
- Provide vital information in advance of the meeting
- Send personal invitations to regional legislators

2. Ongoing Communication with Regional Legislators

- Consider additional meeting in January with regional legislators
- Provide Legislative Alliance the names, addresses, emails of regional legislators, possibly on Visioneering website
- Develop a method to send regular reminders to regional legislators of Visioneering issues
- Consider the format/name recognition of 'Visioneering' when working with regional legislators

3. Work within Legislative Structure

- Identify legislators on the appropriate committees
- Visit with Legislative Committee Chairs
- Schedule time with South Central Legislative Delegation
- Communicate with Governor at key times – prior to signing of bills

IV. Possible Next Steps

Participants recommended that as individual Legislative Alliance members they need to be equipped to talk about the legislative proposals (or point someone in the right direction) when asked. They also suggested for continued dialogue on the current proposals and other issues that impact the MSA, including those issues where there are differences.

The primary emphasis of possible next steps was in the continued development of the five Visioneering legislative alliance proposals. More specifically, the participants provided the following recommendations:

- Create and distribute “next drafts” of the specific proposals so they can be reviewed at December 16th meeting
- Include approximate costs with each proposal
 - NIAR – ask Eric
 - Tech Ed – \$5-6 M (First yr); \$30-35 M
 - Nursing - \$.5 M
- Develop ‘consistent’ message/look for all proposals
- Identify the lead/champion group/agency/individual for each proposal who will serve as the primary spokesperson. In addition, identify:
 - Close partners who helped develop the proposal
 - Additional partners who support the proposal
- Include results from any impact studies to inform voters of the issues

V. Immediate Next Steps

The meeting closed with a review of the following immediate next steps, primarily coordinated by the Legislative Alliance resource team.

- Send results of key filter matrix to all participants
- Convene the resource team to more fully develop plans based on today’s conversation
- Reach out to those who developed five proposals so that can adequately prepare for December 16th meeting
- Develop a set of “talking points” for each of the proposals
- Send contact information for regional legislators to the participants