

Kansas, Inc.
Board of Director's Meeting Minutes
November 27, 2007

A special Board meeting was held November 27, 2007 at the Kansas, Inc. Office, 632 S.W. Van Buren, Suite 100, Topeka, Kansas.

Members Present: Gene Argo, Patti Bossert, Rep. Tom Burroughs, Sen. Laura Kelly, Sec. David Kerr, and Donald Schnacke

Members Present via Conference Call: Donna Johnson, Lawrence McCants, Wil Leiker, John Pilla, and Sen. David Wysong

Members Not Present: Rep. Lana Gordon, Don Landoll, Reginald Robinson, and Gov. Kathleen Sebelius.

Staff present: Stan Ahlerich, Debby Fitzhugh, Daniel Korber and Jacquelyn Koehler

Others Present: None

Old Business

Argo called the meeting to order at 10:00 a.m. Partial minutes of the November 20, 2007 Board meeting were provided regarding the specific motions leading to the special meeting to discuss Strategy 40 (State Image/Branding) of the *2007 Kansas Economic Development Strategic Plan*. A motion was made by Schnacke to approve the partial minutes of the November 20, 2007 Board meeting (Attachment 1). Seconded by Sec. Kerr. Motion carried.

Argo began discussion of Strategy 40 within the *2007 Kansas Economic Development Strategic Plan* regarding state image/branding referencing proposed changes from Sec. Kerr. Changes included:

- Create an Image/Branding Advisory Board
- Advisory Board would report to the Secretary of Commerce
- Add Recommendation 40-2 to devise a dedicated funding stream for state image/branding

Discussion ensued regarding state image/branding and the proposed Strategy and Recommendations to ensure branding and marketing efforts in Kansas. Concern was raised regarding continuity and including the five tenets of success (measurability, funding, continuity, partnerships and focus) referred to in the research, *The Kansas Image: Overview and Analysis*.

At 10:35 a.m. Leiker and McCants were excused from the conference call.

The Board reached a consensus of adopting Sec. Kerr's recommended changes with a few additions including added wording to 40-1 regarding ensuring continuity, and adding recommendation 40-3 that would give Kansas, Inc. the annual responsibility of evaluating the branding efforts. Language was added to Strategy 40 to include the five tenets of success from the research that would encompass all three recommendations made. Sec. Kerr agreed to work with Kansas, Inc. staff to make the appropriate wording changes.

The following strategy and recommendations were produced from the meeting:

Strategy 40 – Support a public/private partnership to brand the State of Kansas incorporating: continuity, measurability, funding, partnerships, and focus.

- 40-1 To ensure the continuity of imaging/branding the state, create an Imaging/Branding Advisory Board with a public/private partnership to assist in the branding of the State of Kansas. The Board, comprised of cross-industry representation, would report to the Secretary of Commerce and assist in the development and execution of a targeted, proactive marketing and sales strategy that positions Kansas for aggressive competition in business investment, expansion opportunities and potential tourism opportunities, with appropriate balance and effective segmentation of the specific targets.
- 40-2 Devise a dedicated funding stream in concert with private investment to assist in the development of an aggressive statewide imaging/branding strategy and campaign.
- 40-3 The Secretary of Commerce and Kansas, Inc. President shall provide an annual assessment and review of the state's imaging/branding efforts and deliverables to the Kansas, Inc. Board of Directors.

Argo directed staff to prepare an official ballot regarding Strategy 40 of the *2007 Kansas Economic Development Strategic Plan* to be sent via email. The ballot was to be completed by Wednesday, November 28, 2007 at 5:00 p.m., with results to be reported to the Board electronically (Attachment 2).

With no further business, Argo adjourned the meeting at 10:40 a.m.

Respectfully Submitted,

Stan Ahlerich
President